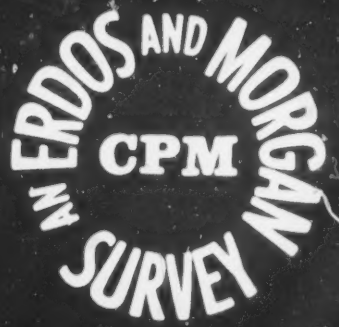
PROFILE OF 960,000 OF AMERICA'S PROFESSIONALS

The 1984 Erdos & Morgan Comparable Profile Measurement of The MarketPlace Reader:

Corporate Presidents
Dentists
Physicians
Lawyers
Certified Public Accountants



August, 1984

Foreword

In the past six years, the number of professionals earning $100,000 and more has virtually tripled. Their income has increased by 64%. How do they spend their money?

> What makes of cars do professionals own? How many own their homes? How many own more than one home? How many own a projection TV? How many own Personal/Home Computers? How many own their own aircraft, sailboats or powerboats? Mobile telephones? Video cassette recorders?
>
> What do professionals do for recreation? Where -- and how often -- do they go on vacation? How often do they travel with another household member?
>
> What is the total value of their investment portfolio? Which type of investment do they favor?

The answers to these and hundreds of other questions are in these pages, an updated Profile of America's Professionals by Erdos & Morgan, of the 960,000 corporate Presidents, Dentists, Physicians, Lawyers, and CPA's who comprise the circulation of the five MarketPlace Publications.

Clearly, in terms of income, investments, buying activity, travel, education, and community leadership, no other segment of the national population can even approach America's professionals.

MarketPlace Publications are the only professionals that reach only America's professionals.

Copyright 1984 by MarketPlace Publications, division of Cliggott Publishing Co., a Media General Co. All rights reserved.

TABLE OF CONTENTS

Page

PERSONAL PROFILE

Sex and Marital Status of Respondent 2
Age of Respondent 3
Education of Respondent 4
Household Composition (Total & Number of Adults/Children) 5
Household Composition (Number of Children by Age) 6
Household Income 7
Leisure Time Activities (Self) 8, 9
Leisure Time Activities (Household) 10, 11
Type of Residence 12
Ownership of Other Real Estate 13
Photographic and Audio Equipment Now Owned 14, 15, 16
Photographic and Audio Equipment Plan to Buy 17, 18, 19
Personal/Home Computer Ownership . . . . . 20 - 25
Other Items Owned 26, 27

AUTOMOTIVE PROFILE

Cars & Special Utility Vehicles Owned, Leased, or Company Supplied (Household Total) 32
Passenger Cars & Special Utility Vehicles Now Owned (Household Total) 33
Total Number of Cars, Special Utility Vehicles Owned (Household) 34
Cars, Special Utility Vehicles Leased or Company Supplied (Household) 35
Summary – Average Number of Cars, Special Utility Vehicles Owned, Leased, or Company Supplied, Per Household 36
Whether Cars and Special Utility Vehicles Operated by Household were Acquired New or Used (Total) 36
Model Year of Cars and Special Utility Vehicles Owned, Leased, or Company Supplied (Total) 37
Summary – Makes of Cars, Special Utility Vehicles Owned, Leased, or Company Supplied (Total) 38
U.S. Cars, Makes and Models – Individual Companies, Owned, Leased, or Company Supplied (Total) 39-49
Imported Cars, Makes and Models – Individual Companies, Owned, Leased, or Company Supplied (Total) 50, 51
Whether Cars & Special Utility Vehicles Operated by Household are Owned, Leased, or Company Supplied (Total) 52
Cars, Special Utility Vehicles Owned, Leased, or Company Supplied (Households with one or more) How Acquired (Households) 52

Page

Model Year of Cars, Special Utility Vehicles, Owned, Leased, or Company Supplied (Households with one or more) 53
Summary – Makes of Cars and Special Utility Vehicles Owned, Leased, or Company Supplied (Households with one or more) 54
U.S. Cars, and Special Utility Vehicles, Makes and Models – Individual Companies, Owned, Leased, or Company Supplied (Households with one or more) 55-65
Imported Cars, and Special Utility Vehicles, Makes and Models – Individual Companies, Owned, Leased, or Company Supplied (Households with one or more) 66, 67
Whether Car was Rented in Past 12 Months 68
Live-In or Camping Vehicle Ownership 69

TRAVEL PROFILE

Whether Trips Taken Within United States 74
Means of Transportation Used on United States Trips in Past 12 Months (Self) 75
Means of Transportation Used on United States Trips in Past 12 Months (Household Members) 76
Whether Trips Were Taken Outside United States (Self and Household) 77
Means of Transportation Used on Trips Outside United States in Past 3 Years (Self) 78
Means of Transportation Used on Trips Outside United States in Past 3 Years (Household Members) 79
Places Outside the United States Visited in Past 3 Years (Self) 80, 81
Places Outside the United States Visited in Past 3 Years (Household Members) 82, 83
Total Number of Airline Trips Outside United States Taken in Past 3 Years 84
Purpose of Airline Trips Outside United States in Past 3 Years 85
Number of Airline Trips Outside the United States in Past 3 Years – Business Purposes 86
Number of Airline Trips Outside the United States in Past 3 Years – Combined Business and Pleasure 87
Number of Airline Trips Outside the United States in Past 3 Years – Pleasure or Personal Purposes 88
Whether Cruise on Ocean-Going Ship Taken in Past 3 Years (Household) 89
Whether Valid Passport Currently Held (Household) 90
Number of Household Members Covered by Valid Passports 91

INVESTMENT PROFILE

Types of Investments Held by Household Members 96
Other Types of Investments Now Owned by Household Members 97
Value of Stock Now Held in Company Where Employed 98
Value of Other Corporate Stock Now Held 99
Value of Mutual Funds Now Held 100
Value of Corporate Bonds Now Held 101
Value of U.S. Bonds (Non-Savings) Now Held 102
Value of State or Municipal Bonds Now Held 103
Total Value of Investment Portfolio 104
Whether Life Insurance Carried and Total Value 105
Total Face Value of Life Insurance Carried
(Other Than Group Coverage) 106

BUSINESS PROFILE OF RESPONDENT

Line of Business of Respondent 109, 110
Title of Position of Respondent 111-114

READERSHIP PROFILE

Where Publication Is Usually Read 117
Number of Times a Typical Issue Is Read or Looked Through 118
Time Spent in Total Reading or Looking Through a Typical Issue 119

SURVEY METHODOLOGY

Erdos & Morgan Letters of Certification 123
Subscriber Survey Mailing Data 124
Geographic Distribution 125
Advance Postcards 126
Transmittal Letters 127
Copy of Surveys 128-131

PERSONAL PROFILE

Corporate Presidents (151,000)

Dentists (117,000)

Physicians (310,000)

Lawyers (253,000)

CPA's (130,000)

COMPOSITE (960,000)

Summarized here are the personal and household characteristics of the 960,000 professionals who comprise the circulation of MarketPlace Publications. In the following tables, the first column represents the results of the "Comparable Profile Measurement of Subscribers and Subscriber Households." The first column does not represent a total of the other five columns, but a complete and separate survey in itself treating the five publications as a total professional audience of 960,000.

TABLE OF CONTENTS

Page

PERSONAL PROFILE

Sex and Marital Status of Respondent 2
Age of Respondent 3
Education of Respondent 4
Household Composition (Total & Number of Adults/Children) 5
Household Composition (Number of Children by Age) 6
Household Income 7
Leisure Time Activities (Self) 8, 9
Leisure Time Activities (Household) 10, 11
Type of Residence 12
Ownership of Other Real Estate 13
Photographic and Audio Equipment Now Owned 14, 15, 16
Photographic and Audio Equipment Plan to Buy 17, 18, 19
Personal/Home Computer Ownership . . . . . 20 - 25
Other Items Owned 26, 27

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 61

SEX OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO SEX	0	0	0	0	0	0
NUMBER ANSWERING	926	443	617	431	472	354
	100.0	100.0	100.0	100.0	100.0	100.0
MAN	854	398	586	405	425	333
	92.2	89.8	95.0	94.0	90.0	94.1
WOMAN	72	45	31	26	47	21
	7.8	10.2	5.0	6.0	10.0	5.9

Q. ARE YOU A MAN OR A WOMAN?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 62

MARITAL STATUS OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO MARITAL STATUS	8	6	4	2	3	5
NUMBER ANSWERING	918	437	613	429	469	349
	100.0	100.0	100.0	100.0	100.0	100.0
MARRIED	797	383	519	364	402	318
	86.8	87.6	84.7	84.8	85.7	91.1
SINGLE, NEVER MARRIED	57	22	53	26	30	12
	6.2	5.0	8.6	6.1	6.4	3.4
WIDOWED	7	3	4	7	4	2
	0.8	0.7	0.7	1.6	0.9	0.6
SEPARATED OR DIVORCED	57	29	37	32	33	17
	6.2	6.6	6.0	7.5	7.0	4.9

Q. WHAT IS YOUR MARITAL STATUS?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 63

AGE OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO AGE	10	6	5	4	6	4
NUMBER ANSWERING	916	437	612	427	466	350
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER 22 YEARS	0	0	1	0	1	0
	-	-	0.2	-	0.2	-
22 - 24	2	0	0	1	1	2
	0.2	-	-	0.2	0.2	0.6
25 - 29	35	7	68	8	42	7
	3.8	1.6	11.1	1.9	9.0	2.0
30 - 34	137	64	121	65	77	16
	15.0	14.6	19.8	15.2	16.5	4.6
35 - 39	174	38	114	109	85	34
	19.0	20.1	18.6	25.5	18.2	9.7
40 - 44	156	78	80	83	91	43
	17.0	17.8	13.1	19.4	19.5	12.3
45 - 49	122	60	78	40	39	55
	13.3	13.7	12.7	9.4	8.4	15.7
50 - 54	113	61	80	44	29	54
	12.3	14.0	13.1	10.3	6.2	15.4
55 - 59	82	49	50	32	36	58
	9.0	11.2	8.2	7.5	7.7	16.6
60 - 64	67	29	19	19	31	53
	7.3	6.6	3.1	4.4	6.7	15.1
65 OR OVER	28	1	1	26	34	28
	3.1	0.2	0.2	6.1	7.3	8.0
MEDIAN AGE	43.5	43.8	40.1	41.8	41.5	51.7

Q. WHAT IS YOUR AGE?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 64

EDUCATION OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO EDUCATION	8	2	6	6	3	4
NUMBER ANSWERING	918	441	611	425	469	350
	100.0	100.0	100.0	100.0	100.0	100.0
GRADE SCHOOL	1	0	0	0	0	5
	0.1	-	-	-	-	1.4
ATTENDED HIGH SCHOOL	4	0	0	0	1	12
	0.4	-	-	-	0.2	3.4
GRADUATED FROM HIGH SCHOOL	22	0	0	0	3	44
	2.4	-	-	-	0.6	12.6
ATTENDED COLLEGE	38	0	3	3	36	73
	4.1	-	0.5	0.7	7.7	20.9
GRADUATED FROM 4-YEAR COLLEGE	98	0	3	12	247	97
	10.7	-	0.5	2.8	52.7	27.7
POSTGRADUATE STUDY WITHOUT DEGREE	49	0	8	8	99	44
	5.3	-	1.3	1.9	21.1	12.6
MASTER'S DEGREE	57	0	12	39	64	54
	6.2	-	2.0	9.2	13.6	15.4
DOCTOR'S DEGREE	649	441	585	363	19	21
	70.7	100.0	95.7	85.4	4.1	6.0

Q. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION YOU HAVE ATTAINED TO DATE?

HOUSEHOLD COMPOSITION - TOTAL HOUSEHOLD MEMBERS, NUMBER OF ADULTS AND CHILDREN

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926	443	617	431	472	354
NO ANSWER TO HOUSEHOLD COMPOSITION	18	15	14	7	7	10
NUMBER ANSWERING	908	428	603	424	465	344
	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL HOUSEHOLD MEMBERS ...						
1	59	21	47	33	40	11
	6.5	4.9	7.8	7.8	8.6	3.2
2	210	77	118	89	122	129
	23.1	18.0	19.6	21.0	26.2	37.5
3	150	66	121	84	106	52
	16.5	15.4	20.1	19.8	22.8	15.1
4	235	122	172	122	123	75
	25.9	28.5	28.5	28.8	26.5	21.8
5 OR MORE	254	142	145	96	74	77
	28.0	33.2	24.0	22.6	15.9	22.4
TOTAL NUMBER OF ADULTS (18 YEARS OLD OR OVER) ...						
1	68	25	55	40	47	14
	7.5	5.8	9.1	9.4	10.1	4.1
2	586	269	379	288	311	212
	64.5	62.9	62.9	67.9	66.9	61.6
3	137	63	84	61	72	57
	15.1	14.7	13.9	14.4	15.5	16.6
4 OR MORE	117	71	85	35	35	61
	12.9	16.6	14.1	8.3	7.5	17.7
NONE	0	0	0	0	0	0
	-	-	-	-	-	-
TOTAL NUMBER OF CHILDREN (UNDER 18 YEARS OLD) ...						
1	144	71	109	74	75	58
	15.9	16.6	18.1	17.5	16.1	16.9
2	215	107	154	109	103	55
	23.7	25.0	25.5	25.7	22.2	16.0
3	110	61	70	48	33	20
	12.1	14.3	11.6	11.3	7.1	5.8
4 OR MORE	40	26	16	19	20	5
	4.4	6.1	2.7	4.5	4.3	1.5
NONE	399	163	254	174	234	206
	43.9	38.1	42.1	41.0	50.3	59.9

Q. HOW MANY MEMBERS ARE THERE IN YOUR HOUSEHOLD WITHIN EACH OF THE FOLLOWING AGE GROUPS, INCLUDING YOURSELF?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 68

HOUSEHOLD COMPOSITION - NUMBER OF CHILDREN BY AGE GROUP

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926	443	617	431	472	354
NO ANSWER TO HOUSEHOLD COMPOSITION	18	15	14	7	7	10
NUMBER ANSWERING	908	428	603	424	465	344
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF CHILDREN 12 - 17 YEARS OLD ...						
1	166	81	91	72	65	67
	18.3	18.9	15.1	17.0	14.0	19.5
2	103	58	59	34	36	22
	11.3	13.6	9.8	8.0	7.7	6.4
3 OR MORE	28	13	18	14	7	4
	3.1	3.0	3.0	3.3	1.5	1.2
NONE	611	276	435	304	357	251
	67.3	64.5	72.1	71.7	76.8	73.0
NUMBER OF CHILDREN 6 - 11 YEARS OLD ...						
1	151	79	107	67	73	39
	16.6	18.5	17.7	15.8	15.7	11.3
2	73	36	46	38	33	15
	8.0	8.4	7.6	9.0	7.1	4.4
3 OR MORE	10	9	4	6	6	1
	1.1	2.1	0.7	1.4	1.3	0.3
NONE	674	304	446	313	353	289
	74.2	71.0	74.0	73.8	75.9	84.0
NUMBER OF CHILDREN UNDER 6 YEARS OLD ...						
1	140	59	109	85	74	26
	15.4	13.8	18.1	20.0	15.9	7.6
2	51	35	45	34	32	13
	5.6	8.2	7.5	8.0	6.9	3.8
3 OR MORE	14	13	6	5	4	1
	1.5	3.0	1.0	1.2	0.9	0.3
NONE	703	321	443	300	355	304
	77.4	75.0	73.5	70.8	76.3	88.4

Q. HOW MANY MEMBERS ARE THERE IN YOUR HOUSEHOLD WITHIN EACH OF THE FOLLOWING AGE GROUPS, INCLUDING YOURSELF?

TOTAL HOUSEHOLD INCOME

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926	443	617	431	472	354
NO ANSWER TO HOUSEHOLD INCOME	95	55	62	45	34	31
NUMBER ANSWERING	831	388	555	386	438	323
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 10,000	9	1	10	3	3	1
	1.1	0.3	1.8	0.8	0.7	0.3
$ 10,000 - $ 14,999	4	1	6	2	1	0
	0.5	0.3	1.1	0.5	0.2	-
$ 15,000 - $ 19,999	10	0	11	8	7	1
	1.2	-	2.0	2.1	1.6	0.3
$ 20,000 - $ 24,999	5	0	13	3	9	4
	0.6	-	2.3	0.8	2.1	1.2
$ 25,000 - $ 29,999	9	1	13	10	21	3
	1.1	0.3	2.3	2.6	4.8	0.9
$ 30,000 - $ 34,999	26	5	26	13	19	7
	3.1	1.3	4.7	3.4	4.3	2.2
$ 35,000 - $ 39,999	34	7	27	17	33	7
	4.1	1.8	4.9	4.4	7.5	2.2
$ 40,000 - $ 49,999	68	20	71	31	52	15
	8.2	5.2	12.8	8.0	11.9	4.6
$ 50,000 - $ 59,999	87	28	79	45	63	21
	10.5	7.2	14.2	11.7	14.4	6.5
$ 60,000 - $ 74,999	116	45	96	64	83	32
	14.0	11.6	17.3	16.6	18.9	9.9
$ 75,000 - $ 99,999	160	106	95	72	60	46
	19.3	27.3	17.1	18.7	13.7	14.2
$ 100,000 - $ 199,999	226	135	84	93	68	109
	27.2	34.8	15.1	24.1	15.5	33.7
$ 200,000 - $ 299,999	53	31	21	19	15	38
	6.4	8.0	3.8	4.9	3.4	11.8
$ 300,000 OR OVER	24	8	3	6	4	39
	2.9	2.1	0.5	1.6	0.9	12.1
MEDIAN HOUSEHOLD INCOME (IN 000'S)	82.4	95.3	63.4	74.3	62.0	122.5
AVERAGE HOUSEHOLD INCOME (IN 000'S)	110.0	121.2	79.3	95.7	80.9	170.4

Q. PLEASE CHECK THE BOX THAT BEST DESCRIBES YOUR TOTAL HOUSEHOLD INCOME BEFORE TAXES IN 1983.

(PLEASE INCLUDE INCOME FROM YOURSELF AND ALL OTHER HOUSEHOLD MEMBERS FROM ALL SOURCES, SUCH AS WAGES, BONUSES, PROFITS, DIVIDENDS, RENTALS, INTEREST, ETC.)

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 1/1

LEISURE TIME ACTIVITIES ENGAGED IN OR ATTENDED DURING THE PAST 12 MONTHS

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
ACTIVITIES ENGAGED IN OR ATTENDED ...						
ATTENDED ART SHOWS OR ART GALLERIES	464 50.1	235 53.0	309 50.1	240 55.7	173 36.7	160 45.2
ATTENDED LIVE THEATRE/CONCERT/OPERA/BALLET PERFORMANCES	583 63.0	290 65.5	379 61.4	287 66.6	279 59.1	210 59.3
BICYCLING	365 39.4	180 40.6	301 48.8	144 33.4	153 32.4	83 23.4
BOATING, SAILING	377 40.7	151 34.1	306 49.6	193 44.8	182 38.6	136 38.4
CAMPING	206 22.2	90 20.3	181 29.3	110 25.5	91 19.3	51 14.4
COLLECTING (STAMPS, COINS, ETC.)	157 17.0	79 17.8	103 16.7	60 13.9	68 14.4	49 13.8
FISHING	326 35.2	127 28.7	276 44.7	157 36.4	159 33.7	123 34.7
GARDENING	470 50.8	261 58.9	363 58.8	211 49.0	221 46.8	156 44.1
GOLF	326 35.2	104 23.5	231 37.4	149 34.6	202 42.8	165 46.6
HUNTING	168 18.1	55 12.4	139 22.5	77 17.9	65 13.8	72 20.3
JOGGING	370 40.0	170 38.4	285 46.2	187 43.4	161 34.1	94 26.6
LISTENING TO MUSIC ON STEREO EQUIPMENT	718 77.5	355 80.1	509 82.5	338 78.4	350 74.2	258 72.9
PHOTOGRAPHY	517 55.8	273 61.6	411 66.6	207 48.0	193 40.9	170 48.0
PILOTING A PRIVATE PLANE	59 6.4	21 4.7	35 5.7	26 6.0	10 2.1	37 10.5
READING BOOKS FOR PLEASURE	683 73.8	355 80.1	436 70.7	349 81.0	306 64.8	262 74.0
SKIING (SNOW)	233 25.2	115 26.0	202 32.7	101 23.4	84 17.8	68 19.2
SKIN OR SCUBA DIVING	103 11.1	46 10.4	67 10.9	50 11.6	29 6.1	32 9.0
TENNIS	277 29.9	141 31.8	223 36.1	141 32.7	123 26.1	91 25.7
WATER SKIING	132 14.3	47 10.6	128 20.7	66 15.3	70 14.8	43 12.1

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 1/2

LEISURE TIME ACTIVITIES ENGAGED IN OR ATTENDED DURING THE PAST 12 MONTHS

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
ACTIVITIES ENGAGED IN OR ATTENDED ...						
NONE OF THE LISTED ACTIVITIES	6 0.6	2 0.5	2 0.3	2 0.5	5 1.1	2 0.6
NO ANSWER	16 1.7	11 2.5	6 1.0	6 1.4	3 0.6	5 1.4

Q. WHICH OF THE ACTIVITIES LISTED BELOW DID YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD ENGAGE IN OR ATTEND IN THE PAST 12 MONTHS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 2/1

LEISURE TIME ACTIVITIES ENGAGED IN OR ATTENDED DURING THE PAST 12 MONTHS
HOUSEHOLD MEMBERS (SELF OR OTHERS)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
ACTIVITIES ENGAGED IN OR ATTENDED ...						
ATTENDED ART SHOWS OR ART GALLERIES	533 57.6	277 62.5	339 54.9	267 61.9	199 42.2	195 55.1
ATTENDED LIVE THEATRE/CONCERT/OPERA/BALLET PERFORMANCES	648 70.0	320 72.2	408 66.1	314 72.9	298 63.1	245 69.2
BICYCLING	493 53.2	261 58.9	383 62.1	204 47.3	213 45.1	129 36.4
BOATING, SAILING	426 46.0	175 39.5	334 54.1	212 49.2	194 41.1	151 42.7
CAMPING	267 28.8	124 28.0	208 33.7	136 31.6	107 22.7	71 20.1
COLLECTING (STAMPS, COINS, ETC.)	202 21.8	110 24.8	138 22.4	76 17.6	88 18.6	68 19.2
FISHING	387 41.8	159 35.9	313 50.7	182 42.2	181 38.3	143 40.4
GARDENING	572 61.8	317 71.6	419 67.9	265 61.5	276 58.5	202 57.1
GOLF	372 40.2	126 28.4	255 41.3	167 38.7	218 46.2	179 50.6
HUNTING	187 20.2	68 15.3	148 24.0	87 20.2	73 15.5	79 22.3
JOGGING	466 50.3	222 50.1	353 57.2	225 52.2	203 43.0	122 34.5
LISTENING TO MUSIC ON STEREO EQUIPMENT	786 84.9	392 88.5	560 90.8	362 84.0	381 80.7	292 82.5
PHOTOGRAPHY	583 63.0	321 72.5	450 72.9	242 56.1	235 49.8	203 57.3
PILOTING A PRIVATE PLANE	66 7.1	25 5.6	41 6.6	31 7.2	12 2.5	43 12.1
READING BOOKS FOR PLEASURE	786 84.9	394 88.9	528 85.6	380 88.2	386 81.8	305 86.2
SKIING (SNOW)	309 33.4	158 35.7	261 42.3	129 29.9	119 25.2	100 28.2
SKIN OR SCUBA DIVING	132 14.3	66 14.9	78 12.6	59 13.7	35 7.4	48 13.6
TENNIS	379 40.9	196 44.2	280 45.4	170 39.4	155 32.8	136 38.4
WATER SKIING	210 22.7	79 17.8	178 28.8	88 20.4	101 21.4	82 23.2

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 2/2

LEISURE TIME ACTIVITIES ENGAGED IN OR ATTENDED DURING THE PAST 12 MONTHS
HOUSEHOLD MEMBERS (SELF OR OTHERS)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926	443	617	431	472	354
	100.0	100.0	100.0	100.0	100.0	100.0
ACTIVITIES ENGAGED IN OR ATTENDED ...						
NONE OF THE LISTED ACTIVITIES	5	2	2	2	3	0
	0.5	0.5	0.3	0.5	0.6	-
NO ANSWER	3	1	1	3	1	1
	0.3	0.2	0.2	0.7	0.2	0.3

Q. WHICH OF THE ACTIVITIES LISTED BELOW DID YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD ENGAGE IN OR ATTEND IN THE PAST 12 MONTHS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 7

TYPE OF RESIDENCE HOUSEHOLD LIVES IN

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926	443	617	431	472	354
NO ANSWER TO TYPE OF RESIDENCE	11	8	7	8	4	2
NUMBER ANSWERING	915	435	610	423	468	352
	100.0	100.0	100.0	100.0	100.0	100.0
OWNED BY SELF OR OTHER HOUSEHOLD MEMBER ...						
HOUSE (OTHER THAN FARM OR RANCH)	769	370	488	352	396	298
	84.0	85.1	80.0	83.2	84.6	84.7
HOUSE ON FARM OR RANCH	33	16	25	27	8	16
	3.6	3.7	4.1	6.4	1.7	4.5
HOUSE (ANY)	802	386	513	379	404	314
	87.7	88.7	84.1	89.6	86.3	89.2
CONDOMINIUM	34	18	13	12	22	20
	3.7	4.1	2.1	2.8	4.7	5.7
COOPERATIVE APARTMENT	8	6	5	3	3	2
	0.9	1.4	0.8	0.7	0.6	0.6
OTHER	1	0	3	0	5	0
	0.1	-	0.5	-	1.1	-
OWN, TYPE NOT SPECIFIED	0	0	0	0	0	0
	-	-	-	-	-	-
TOTAL WHO "OWN"	845	410	534	394	434	336
	92.3	94.3	87.5	93.1	92.7	95.5
RENTED ...						
HOUSE	16	5	26	12	8	7
	1.7	1.1	4.3	2.8	1.7	2.0
APARTMENT	51	17	49	17	26	8
	5.6	3.9	8.0	4.0	5.6	2.3
OTHER	3	3	1	0	0	1
	0.3	0.7	0.2	-	-	0.3
RENT, TYPE NOT SPECIFIED	0	0	0	0	0	0
	-	-	-	-	-	-
TOTAL WHO "RENT"	70	25	76	29	34	16
	7.7	5.7	12.5	6.9	7.3	4.5

Q. WHICH OF THE FOLLOWING BEST DESCRIBES THE MAIN RESIDENCE OF YOUR HOUSEHOLD?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 8

OWNERSHIP OF OTHER REAL ESTATE

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
WEEKEND OR VACATION HOME	203 21.9	82 18.5	92 14.9	94 21.8	82 17.4	110 31.1
RANCH, FARM OR FARMLAND	74 8.0	30 6.8	40 6.5	48 11.1	26 5.5	45 12.7
RESIDENTIAL BUILDING PLOT	69 7.5	21 4.7	45 7.3	32 7.4	29 6.1	36 10.2
UNDEVELOPED LAND	152 16.4	79 17.8	89 14.4	73 16.9	69 14.6	87 24.6
BUSINESS PROPERTY	341 36.8	146 33.0	258 41.8	160 37.1	140 29.7	173 48.9
OTHER TYPES OF REAL ESTATE	27 2.9	12 2.7	17 2.8	7 1.6	9 1.9	5 1.4
OWN OTHER REAL ESTATE (ANY)	546 59.0	248 56.0	354 57.4	254 58.9	240 50.8	257 72.6
NO OTHER REAL ESTATE OWNED	322 34.8	153 34.5	230 37.3	153 35.5	206 43.6	78 22.0
NO ANSWER	58 6.3	42 9.5	33 5.3	24 5.6	26 5.5	19 5.4

Q. IN ADDITION TO YOUR MAIN RESIDENCE, DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD OWN ANY OF THE FOLLOWING TYPES OF REAL ESTATE?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 9/1

PHOTOGRAPHIC AND AUDIO/VIDEO EQUIPMENT NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
PHOTOGRAPHIC EQUIPMENT ...						
35 MM CAMERA	705 76.1	358 80.8	505 81.8	307 71.2	313 66.3	262 74.0
INSTANT DEVELOPING CAMERA	383 41.4	180 40.6	288 46.7	170 39.4	160 33.9	164 46.3
CARTRIDGE-TYPE STILL CAMERA (INSTAMATIC, "POCKET", ETC.)	414 44.7	200 45.1	283 45.9	167 38.7	202 42.8	171 48.3
OTHER STILL CAMERA	149 16.1	68 15.3	109 17.7	67 15.5	58 12.3	62 17.5
SLIDE PROJECTOR	379 40.9	230 51.9	318 51.5	115 26.7	132 28.0	150 42.4
MOVIE CAMERA	318 34.3	160 36.1	226 36.6	135 31.3	121 25.6	132 37.3
MOVIE PROJECTOR	305 32.9	156 35.2	210 34.0	120 27.8	115 24.4	126 35.6
"ANY" OF ABOVE PHOTOGRAPHIC EQUIPMENT	826 89.2	401 90.5	579 93.8	368 85.4	411 87.1	321 90.7
TAPE RECORDERS (AUDIO) ...						
REEL TO REEL SYSTEM	178 19.2	96 21.7	133 21.6	71 16.5	45 9.5	73 20.6
CASSETTE TAPE RECORDER	706 76.2	354 79.9	502 81.4	299 69.4	331 70.1	264 74.6
CARTRIDGE TAPE UNIT - 8 TRACK	240 25.9	105 23.7	155 25.1	96 22.3	87 18.4	117 33.1
"ANY" OF ABOVE TAPE RECORDERS	747 80.7	373 84.2	528 85.6	314 72.9	356 75.4	284 80.2
SPECIAL AUDIO EQUIPMENT ON CARS ...						
AM-FM STEREO CAR RADIO	785 84.8	377 85.1	530 85.9	341 79.1	389 82.4	317 89.5
CAR TAPE DECK	570 61.6	284 64.1	388 62.9	252 58.5	264 55.9	244 68.9
"ANY" OF ABOVE SPECIAL AUDIO EQUIPMENT ON CARS	793 85.6	384 86.7	537 87.0	347 80.5	395 83.7	324 91.5

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 9/2

PHOTOGRAPHIC AND AUDIO/VIDEO EQUIPMENT NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HI-FI/STEREO PACKAGE SYSTEMS ...						
COMPACT STEREO SYSTEM	337 36.4	174 39.3	238 38.6	124 28.8	153 32.4	137 38.7
OTHER PACKAGED SYSTEM	138 14.9	64 14.4	104 16.9	49 11.4	71 15.0	62 17.5
"ANY" OF ABOVE HI-FI/STEREO PACKAGED SYSTEMS	409 44.2	207 46.7	301 48.8	156 36.2	206 43.6	172 48.6
HI-FI/STEREO COMPONENTS ...						
RECEIVER (COMBINATION TUNER AND AMPLIFIER)	534 57.7	266 60.0	400 64.8	217 50.3	245 51.9	175 49.4
SEPARATE TUNER	232 25.1	134 30.2	205 33.2	99 23.0	79 16.7	102 28.8
SEPARATE AMPLIFIER	225 24.3	128 28.9	198 32.1	92 21.3	80 16.9	100 28.2
RECORD CHANGER/TURNTABLE	541 58.4	269 60.7	415 67.3	224 52.0	251 53.2	188 53.1
SPEAKERS	589 63.6	293 66.1	450 72.9	243 56.4	270 57.2	205 57.9
HEADPHONE	403 43.5	204 46.0	352 57.1	147 34.1	163 34.5	133 37.6
MICROPHONE	206 22.2	107 24.2	156 25.3	67 15.5	76 16.1	74 20.9
"ANY" OF ABOVE HI-FI/STEREO COMPONENTS	624 67.4	306 69.1	470 76.2	258 59.9	290 61.4	227 64.1
ANY HI-FI/STEREO (COMPONENTS OR PACKAGE SYSTEM)	743 80.2	361 81.5	542 87.8	321 74.5	383 81.1	276 78.0

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 9/3

PHOTOGRAPHIC AND AUDIO/VIDEO EQUIPMENT NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
VIDEO EQUIPMENT ...						
VIDEO TAPE RECORDER/PLAYER, VCR	379 40.9	203 45.8	235 38.1	148 34.3	152 32.2	181 51.1
VIDEO DISC PLAYER	23 2.5	11 2.5	14 2.3	5 1.2	3 0.6	17 4.8
VIDEO CAMERA	86 9.3	46 10.4	57 9.2	24 5.6	19 4.0	50 14.1
VIDEO GAMES	228 24.6	115 26.0	169 27.4	90 20.9	107 22.7	90 25.4
"ANY" OF ABOVE VIDEO EQUIPMENT	467 50.4	239 54.0	292 47.3	192 44.5	205 43.4	206 58.2
NONE OF THE LISTED PHOTOGRAPHIC, AUDIO OR VIDEO EQUIPMENT	15 1.6	6 1.4	8 1.3	9 2.1	13 2.8	4 1.1
NO ANSWER	32 3.5	19 4.3	14 2.3	25 5.8	12 2.5	6 1.7

Q. WHICH OF THE FOLLOWING ITEMS DO YOU OR OTHER HOUSEHOLD MEMBERS NOW OWN?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 10/1

PHOTOGRAPHIC AND AUDIO/VIDEO EQUIPMENT PLAN TO BUY IN NEXT 12 MONTHS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
PHOTOGRAPHIC EQUIPMENT ...						
35 MM CAMERA	52 5.6	33 7.4	38 6.2	23 5.3	19 4.0	8 2.3
INSTANT DEVELOPING CAMERA	21 2.3	14 3.2	17 2.8	6 1.4	5 1.1	7 2.0
CARTRIDGE-TYPE STILL CAMERA (INSTAMATIC, "POCKET", ETC.)	24 2.6	13 2.9	12 1.9	14 3.2	5 1.1	5 1.4
OTHER STILL CAMERA	14 1.5	10 2.3	6 1.0	4 0.9	1 0.2	5 1.4
SLIDE PROJECTOR	24 2.6	19 4.3	19 3.1	7 1.6	3 0.6	2 0.6
MOVIE CAMERA	21 2.3	22 5.0	11 1.8	7 1.6	3 0.6	3 0.8
MOVIE PROJECTOR	17 1.8	18 4.1	6 1.0	4 0.9	2 0.4	2 0.6
"ANY" OF ABOVE PHOTOGRAPHIC EQUIPMENT	122 13.2	80 18.1	87 14.1	50 11.6	35 7.4	22 6.2
TAPE RECORDERS (AUDIO) ...						
REEL TO REEL SYSTEM	13 1.4	10 2.3	7 1.1	2 0.5	2 0.4	4 1.1
CASSETTE TAPE RECORDER	59 6.4	29 6.5	36 5.8	31 7.2	21 4.4	17 4.8
CARTRIDGE TAPE UNIT - 8 TRACK	9 1.0	7 1.6	1 0.2	4 0.9	3 0.6	7 2.0
"ANY" OF ABOVE TAPE RECORDERS	72 7.8	39 8.8	42 6.8	35 8.1	23 4.9	22 6.2
SPECIAL AUDIO EQUIPMENT ON CARS ...						
AM-FM STEREO CAR RADIO	38 4.1	21 4.7	23 3.7	22 5.1	21 4.4	13 3.7
CAR TAPE DECK	45 4.9	24 5.4	30 4.9	27 6.3	15 3.2	9 2.5
"ANY" OF ABOVE SPECIAL AUDIO EQUIPMENT ON CARS	59 6.4	33 7.4	37 6.0	32 7.4	27 5.7	15 4.2

ERDOS AND MORGAN JOB 9488 SURVEV OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 10/2

PHOTOGRAPHIC AND AUDIO/VIDEO EQUIPMENT PLAN TO BUY IN NEXT 12 MONTHS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HI-FI/STEREO PACKAGE SYSTEMS ...						
COMPACT STEREO SYSTEM	24 2.6	20 4.5	21 3.4	15 3.5	8 1.7	9 2.5
OTHER PACKAGED SYSTEM	12 1.3	7 1.6	5 0.8	3 0.7	2 0.4	5 1.4
"ANY" OF ABOVE HI-FI/STEREO PACKAGED SYSTEMS	31 3.3	24 5.4	24 3.9	18 4.2	10 2.1	11 3.1
HI-FI/STEREO COMPONENTS ...						
RECEIVER (COMBINATION TUNER AND AMPLIFIER)	37 4.0	22 5.0	21 3.4	18 4.2	16 3.4	9 2.5
SEPARATE TUNER	28 3.0	14 3.2	19 3.1	14 3.2	9 1.9	6 1.7
SEPARATE AMPLIFIER	22 2.4	11 2.5	17 2.8	14 3.2	8 1.7	6 1.7
RECORD CHANGER/TURNTABLE	34 3.7	20 4.5	27 4.4	18 4.2	19 4.0	13 3.7
SPEAKERS	39 4.2	26 5.9	22 3.6	21 4.9	20 4.2	15 4.2
HEADPHONE	24 2.6	13 2.9	10 1.6	20 4.6	10 2.1	8 2.3
MICROPHONE	13 1.4	8 1.8	3 0.5	7 1.6	5 1.1	3 0.8
"ANY" OF ABOVE HI-FI/STEREO COMPONENTS	68 7.3	40 9.0	42 6.8	32 7.4	25 5.3	24 6.8
ANY HI-FI/STEREO (COMPONENTS OR PACKAGE SYSTEM)	92 9.9	54 12.2	60 9.7	44 10.2	33 7.0	30 8.5

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 10/3

PHOTOGRAPHIC AND AUDIO/VIDEO EQUIPMENT PLAN TO BUY IN NEXT 12 MONTHS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
VIDEO EQUIPMENT ...						
VIDEO TAPE RECORDER/PLAYER, VCR	133 14.4	60 13.5	101 16.4	69 16.0	63 13.3	34 9.6
VIDEO DISC PLAYER	11 1.2	6 1.4	12 1.9	6 1.4	4 0.8	3 0.8
VIDEO CAMERA	84 9.1	51 11.5	65 10.5	35 8.1	21 4.4	17 4.8
VIDEO GAMES	20 2.2	12 2.7	17 2.8	11 2.6	7 1.5	10 2.8
"ANY" OF ABOVE VIDEO EQUIPMENT	188 20.3	95 21.4	144 23.3	86 20.0	78 16.5	48 13.6
NONE OF THE LISTED PHOTOGRAPHIC, AUDIO OR VIDEO EQUIPMENT	24 2.6	5 1.1	11 1.8	9 2.1	28 5.9	8 2.3
NO ANSWER	581 62.7	269 60.7	368 59.6	262 60.8	301 63.8	268 75.7

Q. WHICH OF THESE ITEMS DO YOU OR OTHER HOUSEHOLD MEMBERS PLAN TO BUY IN THE NEXT 12 MONTHS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 11

PERSONAL/HOME COMPUTER OWNERSHIP

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
RESPONDENT AND/OR OTHER HOUSEHOLD MEMBER(S) ...						
OWN A PERSONAL/HOME COMPUTER	259 28.0	143 32.3	134 21.7	90 20.9	142 30.1	118 33.3
DO NOT OWN	650 70.2	291 65.7	469 76.0	333 77.3	325 68.9	229 64.7
NO ANSWER	17 1.8	9 2.0	14 2.3	8 1.9	5 1.1	7 2.0

Q. DO YOU OR OTHER HOUSEHOLD MEMBERS NOW OWN A PERSONAL/HOME COMPUTER?

MAKE OF PERSONAL/HOME COMPUTER ACQUIRED MOST RECENTLY

BASE = HOUSEHOLDS IN WHICH ONE OR MORE MEMBERS OWN A PERSONAL/HOME COMPUTER

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = (SEE ABOVE)	259	143	134	90	142	118
NO ANSWER TO MAKE OF COMPUTER	4	2	2	1	1	3
NUMBER ANSWERING	255	141	132	89	141	115
	100.0	100.0	100.0	100.0	100.0	100.0
MAKE OF COMPUTER MOST RECENTLY ACQUIRED ...						
APPLE	64	49	31	20	29	25
	25.1	34.8	23.5	22.5	20.6	21.7
ATARI	22	12	9	3	15	8
	8.6	8.5	6.8	3.4	10.6	7.0
COMMODORE	40	21	23	19	19	11
	15.7	14.9	17.4	21.3	13.5	9.6
DATA GENERAL	0	0	0	0	0	0
	-	-	-	-	-	-
DIGITAL	3	2	1	4	0	2
	1.2	1.4	0.8	4.5	-	1.7
HEWLETT-PACKARD	2	1	1	0	1	3
	0.8	0.7	0.8	-	0.7	2.6
IBM	26	13	9	4	27	17
	10.2	9.2	6.8	4.5	19.1	14.8
KARONA	0	0	0	0	0	0
	-	-	-	-	-	-
KAYPRO	5	2	4	0	2	4
	2.0	1.4	3.0	-	1.4	3.5
NEC	0	0	0	1	0	0
	-	-	-	1.1	-	-
TANDY/RADIO SHACK	25	8	17	8	9	16
	9.8	5.7	12.9	9.0	6.4	13.9
TEXAS INSTRUMENTS	33	20	23	19	13	14
	12.9	14.2	17.4	21.3	9.2	12.2
TOSHIBA	2	2	0	0	0	1
	0.8	1.4	-	-	-	0.9
WANG	0	0	0	1	0	0
	-	-	-	1.1	-	-
OTHER MAKE	33	11	14	10	26	14
	12.9	7.8	10.6	11.2	18.4	12.2

Q. WHAT IS THE MAKE OF THE PERSONAL/HOME COMPUTER ACQUIRED MOST RECENTLY?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 13

AMOUNT SPENT ON MOST RECENTLY ACQUIRED PERSONAL/HOME COMPUTER (EXCLUDING SOFTWARE)

BASE = HOUSEHOLDS IN WHICH ONE OR MORE MEMBERS OWN A PERSONAL/HOME COMPUTER

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = (SEE ABOVE)	259	143	134	90	142	118
NO ANSWER TO AMOUNT SPENT	10	5	3	2	6	6
NUMBER ANSWERING	249	138	131	88	136	112
	100.0	100.0	100.0	100.0	100.0	100.0
AMOUNT SPENT ...						
LESS THAN $500	75	31	42	35	34	20
	30.1	22.5	32.1	39.8	25.0	17.9
$ 500 - $ 999	29	15	20	6	11	18
	11.6	10.9	15.3	6.8	8.1	16.1
$ 1,000 - $ 1,499	12	12	16	3	5	7
	4.8	8.7	12.2	3.4	3.7	6.3
$ 1,500 - $ 1,999	18	17	4	7	5	12
	7.2	12.3	3.1	8.0	3.7	10.7
$ 2,000 - $ 2,499	33	17	12	9	13	13
	13.3	12.3	9.2	10.2	9.6	11.6
$ 2,500 - $ 4,999	52	29	26	17	47	25
	20.9	21.0	19.8	19.3	34.6	22.3
$ 5,000 - $ 7,499	18	9	7	6	18	11
	7.2	6.5	5.3	6.8	13.2	9.8
$ 7,500 - $ 9,999	5	5	2	2	1	2
	2.0	3.6	1.5	2.3	0.7	1.8
$ 10,000 OR MORE	7	3	2	3	2	4
	2.8	2.2	1.5	3.4	1.5	3.6
MEDIAN AMOUNT SPENT	1736.	1824.	1109.	1500.	2500.	1958.

Q. ABOUT HOW MUCH WAS SPENT ON THIS PERSONAL/HOME COMPUTER?
(PLEASE INCLUDE THE COST OF THE COMPUTER AND ACCESSORIES SUCH AS A PRINTER, MODEM, ETC. PURCHASED WITH THE COMPUTER OR ADDED LATER, BUT DO NOT INCLUDE SOFTWARE.)

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 14

WHERE MOST RECENTLY ACQUIRED HOME/PERSONAL COMPUTER IS KEPT

BASE = HOUSEHOLDS IN WHICH ONE OR MORE MEMBERS OWN A PERSONAL/HOME COMPUTER

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = (SEE ABOVE)	259	143	134	90	142	118
NO ANSWER TO WHERE COMPUTER IS KEPT	4	2	3	0	2	2
NUMBER ANSWERING	255	141	131	90	140	116
	100.0	100.0	100.0	100.0	100.0	100.0
THE COMPUTER IS KEPT ...						
AT HOME	202	118	104	71	98	88
	79.2	83.7	79.4	78.9	70.0	75.9
AT PLACE OF WORK	31	11	14	15	24	17
	12.2	7.8	10.7	16.7	17.1	14.7
IT'S PORTABLE -- USED AT HOME AND ELSEWHERE	22	12	13	4	18	11
	8.6	8.5	9.9	4.4	12.9	9.5

Q. WHERE IS THIS PERSONAL/HOME COMPUTER KEPT?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 15

MEANS OF PROGRAMMING COMPUTER(S) NOW OWNED

BASE = HOUSEHOLDS IN WHICH ONE OR MORE MEMBERS OWN A PERSONAL/HOME COMPUTER

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = (SEE ABOVE)	259	143	134	90	142	118
NO ANSWER TO HOW PROGRAMMED	10	6	6	3	4	3
NUMBER ANSWERING	249	137	128	87	138	115
	100.0	100.0	100.0	100.0	100.0	100.0
FOR THE PERSONAL/HOME COMPUTER(S) NOW OWNED ...						
PURCHASE PREPARED SOFTWARE PACKAGES	227	125	115	78	130	96
	91.2	91.2	89.8	89.7	94.2	83.5
PROGRAMMING DONE BY SELF OR OTHERS	121	65	62	37	48	58
	48.6	47.4	48.4	42.5	34.8	50.4

Q. DO YOU OR OTHER HOUSEHOLD MEMBERS PURCHASE SOFTWARE PACKAGES, OR DO YOU OR OTHERS DO THE PROGRAMMING FOR THE PERSONAL/HOME COMPUTER(S) NOW OWNED?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 16

APPLICATIONS FOR WHICH PERSONAL/HOME COMPUTER SOFTWARE WAS CREATED OR PURCHASED

BASE = HOUSEHOLDS IN WHICH ONE OR MORE MEMBERS OWN A PERSONAL/HOME COMPUTER

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = (SEE ABOVE)	259	143	134	90	142	118
NO ANSWER TO BUSINESS AND HOME APPLICATIONS	9	3	4	4	4	5
NUMBER ANSWERING	250	140	130	86	138	113
	100.0	100.0	100.0	100.0	100.0	100.0
HOME APPLICATIONS ...						
HOME MANAGEMENT	74	53	54	16	27	35
	29.6	37.9	41.5	18.6	19.6	31.0
RECORDS AND SCHEDULES	62	43	33	15	31	29
	24.8	30.7	25.4	17.4	22.5	25.7
RECIPES	15	10	6	3	4	8
	6.0	7.1	4.6	3.5	2.9	7.1
GAMES AND HOBBIES	146	81	86	52	66	60
	58.4	57.9	66.2	60.5	47.8	53.1
EDUCATION - CHILD	130	80	72	49	52	50
	52.0	57.1	55.4	57.0	37.7	44.2
EDUCATION - ADULT	43	36	23	10	12	18
	17.2	25.7	17.7	11.6	8.7	15.9
ENERGY CONTROL	1	1	3	0	0	0
	0.4	0.7	2.3	-	-	-
HOME SECURITY	0	1	1	0	0	1
	-	0.7	0.8	-	-	0.9
ON-LINE INFORMATION SERVICES	34	18	12	12	9	13
	13.6	12.9	9.2	14.0	6.5	11.5
PERSONAL FINANCE, TAXES	88	53	41	16	45	35
	35.2	37.9	31.5	18.6	32.6	31.0
MAILING LISTS	38	23	26	12	20	14
	15.2	16.4	20.0	14.0	14.5	12.4
WRITING AND EDITING	79	45	46	20	41	33
	31.6	32.1	35.4	23.3	29.7	29.2
OTHER HOME APPLICATIONS	29	13	16	7	8	14
	11.6	9.3	12.3	8.1	5.8	12.4
UNSPECIFIED HOME APPLICATIONS	1	1	0	0	0	0
	0.4	0.7	-	-	-	-
ONE OR MORE HOME APPLICATIONS (NET)	226	131	126	76	111	97
	90.4	93.6	96.9	88.4	80.4	85.8
NONE, NO HOME APPLICATIONS INDICATED	24	9	4	10	27	16
	9.6	6.4	3.1	11.6	19.6	14.2

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 16/2

APPLICATIONS FOR WHICH PERSONAL/HOME COMPUTER SOFTWARE WAS CREATED OR PURCHASED

BASE = HOUSEHOLDS IN WHICH ONE OR MORE MEMBERS OWN A PERSONAL/HOME COMPUTER

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = (SEE ABOVE)	259	143	134	90	142	118
NO ANSWER TO BUSINESS AND HOME APPLICATIONS	9	3	4	4	4	5
NUMBER ANSWERING	250	140	130	86	138	113
	100.0	100.0	100.0	100.0	100.0	100.0
BUSINESS APPLICATIONS ...						
CLIENT/PATIENT RECORDS	41	22	29	18	19	8
	16.4	15.7	22.3	20.9	13.8	7.1
ACCOUNTING	67	28	37	17	63	28
	26.8	20.0	28.5	19.8	45.7	24.8
ACCOUNTS RECEIVABLE	33	16	27	11	14	11
	13.2	11.4	20.8	12.8	10.1	9.7
INVENTORY	15	7	17	3	5	14
	6.0	5.0	13.1	3.5	3.6	12.4
PAYROLL	18	10	20	3	12	15
	7.2	7.1	15.4	3.5	8.7	13.3
ELECTRONIC WORKSHEET	48	17	19	11	63	28
	19.2	12.1	14.6	12.8	45.7	24.8
GRAPHICS	20	18	10	5	14	15
	8.0	12.9	7.7	5.8	10.1	13.3
WORD PROCESSING	93	45	50	39	69	33
	37.2	32.1	38.5	45.3	50.0	29.2
TAXES	51	29	30	8	49	14
	20.4	20.7	23.1	9.3	35.5	12.4
FORECASTING	26	5	12	3	37	21
	10.4	3.6	9.2	3.5	26.8	18.6
ON-LINE INFORMATION SERVICES	17	7	4	5	6	12
	6.8	5.0	3.1	5.8	4.3	10.6
DATA BASE	30	19	13	11	30	9
	12.0	13.6	10.0	12.8	21.7	8.0
INVESTMENT MANAGEMENT	24	12	18	7	14	11
	9.6	8.6	13.8	8.1	10.1	9.7
MAILING LISTS	31	13	24	9	24	13
	12.4	9.3	18.5	10.5	17.4	11.5
OTHER BUSINESS APPLICATIONS	38	16	10	18	19	18
	15.2	11.4	7.7	20.9	13.8	15.9
UNSPECIFIED BUSINESS APPLICATIONS	1	0	0	0	0	2
	0.4	-	-	-	-	1.8
ONE OR MORE BUSINESS APPLICATIONS (NET)	140	80	71	45	97	64
	56.0	57.1	54.6	52.3	70.3	56.6
NONE, NO BUSINESS APPLICATIONS INDICATED	110	60	59	41	41	49
	44.0	42.9	45.4	47.7	29.7	43.4

Q. FOR WHAT APPLICATIONS HAVE YOU OR OTHERS CREATED OR BOUGHT SOFTWARE FOR YOUR COMPUTER(S)?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 17

ITEMS NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
WRIST WATCH COSTING $500 OR MORE	254 27.4	119 26.9	150 24.3	110 25.5	99 21.0	153 42.9
COLOR TV - PROJECTION SCREEN	53 5.7	26 5.9	26 4.2	21 4.9	12 2.5	37 10.5
COLOR TV - CONSOLE	496 53.6	225 50.8	305 49.4	221 51.3	239 50.6	239 67.5
COLOR TV - PORTABLE	677 73.1	333 75.2	475 77.0	300 69.6	336 71.2	248 70.1
COLOR TV - ANY (NET)	850 91.8	401 90.5	572 92.7	394 91.4	436 92.4	337 95.2
HAND-HELD ELECTRONIC CALCULATOR	776 83.8	364 82.2	516 83.6	363 84.2	391 82.8	307 86.7
ELECTRONIC GAMES (NOT TV)	227 24.5	120 27.1	174 28.2	103 23.9	105 22.2	91 25.7
HAND-HELD TAPE RECORDER	570 61.6	270 60.9	375 60.8	271 62.9	223 47.2	214 60.5
MOBILE TELEPHONE	136 14.7	89 20.1	90 14.6	46 10.7	42 8.9	63 17.8
TELEPHONE ANSWERING DEVICE	237 25.6	135 30.5	239 38.7	81 18.8	70 14.8	80 22.6
SINGLE-ENGINE AIRCRAFT	13 1.4	5 1.1	6 1.0	5 1.2	7 1.5	14 4.0
MULTI-ENGINE AIRCRAFT	6 0.6	0 -	1 0.2	4 0.9	1 0.2	9 2.5
OTHER AIRCRAFT	4 0.4	2 0.5	1 0.2	0 -	0 -	5 1.4
ANY AIRCRAFT (NET)	18 1.9	6 1.4	8 1.3	6 1.4	8 1.7	24 6.8

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 17/2

ITEMS NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926	443	617	431	472	354
	100.0	100.0	100.0	100.0	100.0	100.0
RIDING MOWER OR TRACTOR	181	101	125	83	90	103
	19.5	22.8	20.3	19.3	19.1	29.1
MOTORCYCLE OR MOPED	106	37	83	41	47	52
	11.4	8.4	13.5	9.5	10.0	14.7
HOT TUB, SAUNA, "JACUZZI"	107	47	57	38	34	72
	11.6	10.6	9.2	8.8	7.2	20.3
IN-GROUND SWIMMING POOL	129	65	60	43	48	76
	13.9	14.7	9.7	10.0	10.2	21.5
PIANO OR ORGAN	422	226	260	175	184	157
	45.6	51.0	42.1	40.6	39.0	44.4
TENNIS COURT	23	13	12	9	6	17
	2.5	2.9	1.9	2.1	1.3	4.8
SAILBOAT WITH AUXILIARY MOTOR	30	13	20	17	8	13
	3.2	2.9	3.2	3.9	1.7	3.7
SAILBOAT WITHOUT AUXILIARY MOTOR	45	29	34	26	10	23
	4.9	6.5	5.5	6.0	2.1	6.5
ANY SAILBOAT (NET)	74	42	52	42	17	35
	8.0	9.5	8.4	9.7	3.6	9.9
IN-BOARD POWER/STERN DRIVE BOAT	44	18	37	24	24	36
	4.8	4.1	6.0	5.6	5.1	10.2
OUTBOARD POWER BOAT	109	34	74	57	51	50
	11.8	7.7	12.0	13.2	10.8	14.1
ANY POWER BOAT (NET)	143	46	103	76	73	78
	15.4	10.4	16.7	17.6	15.5	22.0
OTHER BOAT	77	34	52	40	23	28
	8.3	7.7	8.4	9.3	4.9	7.9
ANY TYPE BOAT (NET)	238	99	170	123	96	108
	25.7	22.3	27.6	28.5	20.3	30.5
SECURITY ALARM SYSTEM	226	115	146	90	69	126
	24.4	26.0	23.7	20.9	14.6	35.6
NONE OF THE LISTED ITEMS OWNED	7	3	4	2	0	2
	0.8	0.7	0.6	0.5	-	0.6
NO ANSWER	21	19	9	9	8	6
	2.3	4.3	1.5	2.1	1.7	1.7

Q. PLEASE INDICATE WHICH OF THE FOLLOWING ITEMS YOU OR OTHER HOUSEHOLD MEMBERS NOW OWN.

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

AUTOMOTIVE PROFILE

Corporate Presidents (151,000)

Dentists (117,000)

Physicians (310,000)

Lawyers (253,000)

CPA's (130,000)

COMPOSITE (960,000)

Summarized here are the numbers and types of cars and special utility vehicles owned by, leased or company-supplied to the 960,000 professionals who comprise the circulation of MarketPlace Publications, including the "CPM" composite.

TABLE OF CONTENTS

Page

AUTOMOTIVE PROFILE

Cars & Special Utility Vehicles Owned, Leased, or Company Supplied (Household Total) 32
Passenger Cars & Special Utility Vehicles Now Owned (Household Total) 33
Total Number of Cars, Special Utility Vehicles Owned (Household) 34
Cars, Special Utility Vehicles Leased or Company Supplied (Household) 35
Summary – Average Number of Cars, Special Utility Vehicles Owned, Leased, or Company Supplied, Per Household 36
Whether Cars and Special Utility Vehicles Operated by Household were Acquired New or Used (Total) 36
Model Year of Cars and Special Utility Vehicles Owned, Leased, or Company Supplied (Total) 37
Summary – Makes of Cars, Special Utility Vehicles Owned, Leased, or Company Supplied (Total) 38
U.S. Cars, Makes and Models – Individual Companies, Owned, Leased, or Company Supplied (Total) 39-49
Imported Cars, Makes and Models – Individual Companies, Owned, Leased, or Company Supplied (Total) 50, 51
Whether Cars & Special Utility Vehicles Operated by Household are Owned, Leased, or Company Supplied (Total) 52
Cars, Special Utility Vehicles Owned, Leased, or Company Supplied (Households with one or more) How Acquired (Households) 52
Model Year of Cars, Special Utility Vehicles, Owned, Leased, or Company Supplied (Households with one or more) 53
Summary – Makes of Cars and Special Utility Vehicles Owned, Leased, or Company Supplied (Households with one or more) 54
U.S. Cars, and Special Utility Vehicles, Makes and Models – Individual Companies, Owned, Leased, or Company Supplied (Households with one or more) 55-65
Imported Cars, and Special Utility Vehicles, Makes and Models – Individual Companies, Owned, Leased, or Company Supplied (Households with one or more) 66, 67
Whether Car was Rented in Past 12 Months 68
Live-In or Camping Vehicle Ownership 69

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 39

TOTAL NUMBER OF CARS OR SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
NOW OWN, LEASE OR OPERATE ...						
ONE	104 11.2	47 10.6	60 9.7	60 13.9	53 11.2	27 7.6
TWO	456 49.2	207 46.7	326 52.8	218 50.6	258 54.7	128 36.2
THREE	213 23.0	104 23.5	128 20.7	103 23.9	102 21.6	95 26.8
FOUR	94 10.2	54 12.2	61 9.9	27 6.3	34 7.2	58 16.4
FIVE OR MORE	47 5.1	20 4.5	33 5.3	18 4.2	18 3.8	39 11.0
SUB-TOTAL (ONE OR MORE)	914 98.7	432 97.5	608 98.5	426 98.8	465 98.5	347 98.0
NONE	2 0.2	2 0.5	1 0.2	1 0.2	2 0.4	0 -
NO ANSWER	10 1.1	9 2.0	8 1.3	4 0.9	5 1.1	7 2.0

Q. TOTAL CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED, OR COMPANY-SUPPLIED ...

NUMBER OF PASSENGER CARS AND SPECIAL UTILITY VEHICLES NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
NUMBER OF PASSENGER AUTOMOBILES NOW OWNED ...						
ONE	295 31.9	136 30.7	179 29.0	118 27.4	129 27.3	139 39.3
TWO	387 41.8	185 41.8	268 43.4	227 52.7	226 47.9	96 27.1
THREE	129 13.9	65 14.7	86 13.9	43 10.0	75 15.9	48 13.6
FOUR OR MORE	67 7.2	34 7.7	50 8.1	25 5.8	23 4.9	28 7.9
SUB-TOTAL (ONE OR MORE)	878 94.8	420 94.8	583 94.5	413 95.8	453 96.0	311 87.9
NONE	38 4.1	14 3.2	26 4.2	14 3.2	14 3.0	36 10.2
NO ANSWER	10 1.1	9 2.0	8 1.3	4 0.9	5 1.1	7 2.0
NUMBER OF SPECIAL UTILITY VEHICLES NOW OWNED ...						
ONE	214 23.1	114 25.7	175 28.4	103 23.9	98 20.8	81 22.9
TWO	26 2.8	17 3.8	18 2.9	8 1.9	14 3.0	8 2.3
THREE	3 0.3	0 -	3 0.5	2 0.5	1 0.2	1 0.3
FOUR OR MORE	2 0.2	1 0.2	0 -	1 0.2	1 0.2	1 0.3
SUB-TOTAL (ONE OR MORE)	245 26.5	132 29.8	196 31.8	114 26.5	114 24.2	91 25.7
NONE	671 72.5	302 68.2	413 66.9	313 72.6	353 74.8	256 72.3
NO ANSWER	10 1.1	9 2.0	8 1.3	4 0.9	5 1.1	7 2.0

Q. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD:

NOW OWN A PASSENGER AUTOMOBILE? IF "YES", HOW MANY SUCH VEHICLES?

NOW OWN A SPECIAL UTILITY VEHICLE, OTHER THAN THE ABOVE (SUCH AS A 4-WHEEL DRIVE SPORTS UTILITY VEHICLE, PICK-UP TRUCK OR VAN) THAT IS PRIMARILY USED FOR NON-BUSINESS PURPOSES? IF "YES", HOW MANY SUCH VEHICLES?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 37

TOTAL NUMBER OF PASSENGER CARS AND SPECIAL UTILITY VEHICLES NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
TOTAL NUMBER OF CARS AND SPECIAL UTILITY VEHICLES NOW OWNED ...						
ONE	197 21.3	78 17.6	102 16.5	83 19.3	78 16.5	110 31.1
TWO	413 44.6	204 46.0	311 50.4	216 50.1	240 50.8	104 29.4
THREE	177 19.1	91 20.5	103 16.7	83 19.3	100 21.2	62 17.5
FOUR OR MORE	105 11.3	54 12.2	84 13.6	38 8.8	41 8.7	43 12.1
SUB-TOTAL (ONE OR MORE)	892 96.3	427 96.4	600 97.2	420 97.4	459 97.2	319 90.1
NONE	24 2.6	7 1.6	9 1.5	7 1.6	8 1.7	28 7.9
NO ANSWER	10 1.1	9 2.0	8 1.3	4 0.9	5 1.1	7 2.0

Q. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD:

NOW OWN A PASSENGER AUTOMOBILE? IF "YES", HOW MANY SUCH VEHICLES?

NOW OWN A SPECIAL UTILITY VEHICLE, OTHER THAN THE ABOVE (SUCH AS A 4-WHEEL DRIVE SPORTS UTILITY VEHICLE, PICK-UP TRUCK OR VAN) THAT IS PRIMARILY USED FOR NON-BUSINESS PURPOSES? IF "YES", HOW MANY SUCH VEHICLES?

NUMBER OF CARS AND SPECIAL UTILITY VEHICLES LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
NUMBER OF CARS AND SPECIAL UTILITY VEHICLES NOW LEASED ...						
ONE	46 5.0	24 5.4	20 3.2	24 5.6	14 3.0	17 4.8
TWO	3 0.3	4 0.9	0 -	0 -	3 0.6	2 0.6
THREE OR MORE	1 0.1	0 -	0 -	1 0.2	0 -	0 -
SUB-TOTAL (ONE OR MORE)	50 5.4	28 6.3	20 3.2	25 5.8	17 3.6	19 5.4
NONE	866 93.5	406 91.6	589 95.5	402 93.3	450 95.3	328 92.7
NO ANSWER	10 1.1	9 2.0	8 1.3	4 0.9	5 1.1	7 2.0
NUMBER OF COMPANY-SUPPLIED VEHICLES NOW OPERATED ...						
ONE	172 18.6	61 13.8	68 11.0	50 11.6	41 8.7	186 52.5
TWO	19 2.1	5 1.1	11 1.8	2 0.5	2 0.4	40 11.3
THREE OR MORE	6 0.6	0 -	1 0.2	0 -	0 -	14 4.0
SUB-TOTAL (ONE OR MORE)	197 21.3	66 14.9	80 13.0	52 12.1	43 9.1	240 67.8
NONE	719 77.6	368 83.1	529 85.7	375 87.0	424 89.8	107 30.2
NO ANSWER	10 1.1	9 2.0	8 1.3	4 0.9	5 1.1	7 2.0

Q. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD:

NOW LEASE A CAR OR SPECIAL UTILITY VEHICLE? IF "YES", HOW MANY SUCH VEHICLES?

NOW HAVE EXCLUSIVE USE OF A COMPANY-SUPPLIED CAR OR SPECIAL UTILITY VEHICLE? IF "YES", HOW MANY SUCH VEHICLES?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 40

SUMMARY - AVERAGE NUMBER OF CARS AND SPECIAL UTILITY VEHICLES OWNED, LEASED OR COMPANY-SUPPLIED PER HOUSEHOLD

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926	443	617	431	472	354
AVERAGE NUMBER ...						
OWNED	2.21	2.26	2.29	2.19	2.20	2.01
LEASED	.06	.07	.03	.06	.04	.06
COMPANY-SUPPLIED	.25	.16	.15	.13	.10	.90
TOTAL	2.52	2.49	2.48	2.38	2.34	2.97

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 47

WHETHER VEHICLES OPERATED BY HOUSEHOLD WERE ACQUIRED NEW OR USED

--CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO HOW ACQUIRED	225	104	105	100	44	176
TOTAL FOR WHICH HOW ACQUIRED WAS SPECIFIED	2041	985	1400	903	1057	819
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
NEW	1543	805	973	609	760	647
	75.6	81.7	69.5	67.4	71.9	79.0
USED	498	180	427	294	297	172
	24.4	18.3	30.5	32.6	28.1	21.0

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS:

NOTE...QUESTIONNAIRE PROVIDED SPACE FOR UP TO FIVE CARS PER HOUSEHOLD

MODEL YEAR OF VEHICLE(S) OPERATED BY HOUSEHOLD

-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MODEL YEAR	298	150	134	124	54	217
TOTAL FOR WHICH YEAR WAS SPECIFIED	1968	939	1371	879	1047	778
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
1984	236	104	112	86	112	147
	12.0	11.1	8.2	9.8	10.7	18.9
1983	272	143	172	106	124	147
	13.8	15.2	12.5	12.1	11.8	18.9
1982	226	130	129	100	132	83
	11.5	13.8	9.4	11.4	12.6	10.7
1981	195	101	126	94	108	64
	9.9	10.8	9.2	10.7	10.3	8.2
1980	187	91	123	76	101	78
	9.5	9.7	9.0	8.6	9.6	10.0
1979	205	84	122	106	99	61
	10.4	8.9	8.9	12.1	9.5	7.8
1978	169	81	132	74	95	58
	8.6	8.6	9.6	8.4	9.1	7.5
1977	106	38	102	54	63	37
	5.4	4.0	7.4	6.1	6.0	4.8
1976	89	40	81	40	56	21
	4.5	4.3	5.9	4.6	5.3	2.7
1975	55	16	50	24	36	7
	2.8	1.7	3.6	2.7	3.4	0.9
1974 OR EARLIER	228	111	222	119	121	75
	11.6	11.8	16.2	13.5	11.6	9.6

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS:

NOTE...QUESTIONNAIRE PROVIDED SPACE FOR UP TO FIVE CARS PER HOUSEHOLD

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 42

SUMMARY ... MAKES OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
U.S. MAKES	1341	587	850	563	747	627
	64.8	58.9	60.0	60.9	70.1	72.0
AMERICAN MOTORS/JEEP	60	32	50	19	19	18
	2.9	3.2	3.5	2.1	1.8	2.1
BUICK	151	59	97	65	90	64
	7.3	5.9	6.9	7.0	8.4	7.3
CADILLAC	104	46	58	36	52	81
	5.0	4.6	4.1	3.9	4.9	9.3
CHEVROLET	273	132	180	130	162	120
	13.2	13.2	12.7	14.1	15.2	13.8
CHRYSLER	38	10	20	19	21	20
	1.8	1.0	1.4	2.1	2.0	2.3
DODGE	65	30	52	21	26	15
	3.1	3.0	3.7	2.3	2.4	1.7
FORD	192	83	133	88	116	102
	9.3	8.3	9.4	9.5	10.9	11.7
G M C	23	14	16	6	4	8
	1.1	1.4	1.1	0.6	0.4	0.9
INTERNATIONAL/I H	9	5	5	3	6	0
	0.4	0.5	0.4	0.3	0.6	-
LINCOLN, CONTINENTAL	49	19	10	19	28	47
	2.4	1.9	0.7	2.1	2.6	5.4
MERCURY	53	22	35	26	23	21
	2.6	2.2	2.5	2.8	2.2	2.4
OLDSMOBILE	177	75	97	78	111	82
	8.5	7.5	6.9	8.4	10.4	9.4
PLYMOUTH	43	18	21	14	26	15
	2.1	1.8	1.5	1.5	2.4	1.7
PONTIAC	98	39	71	35	59	33
	4.7	3.9	5.0	3.8	5.5	3.8
ALL OTHER U.S. MAKES	6	3	5	4	4	1
	0.3	0.3	0.4	0.4	0.4	0.1
IMPORTED MAKES	730	410	566	361	319	244
	35.2	41.1	40.0	39.1	29.9	28.0

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS:

NOTE...QUESTIONNAIRE PROVIDED SPACE FOR UP TO FIVE CARS PER HOUSEHOLD

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
AMERICAN MOTORS/AMC/JEEP	60	32	50	19	19	18
	2.9	3.2	3.5	2.1	1.8	2.1
SPIRIT	0	1	0	0	0	0
	-	0.1	-	-	-	-
GREMLIN	2	1	3	0	0	0
	0.1	0.1	0.2	-	-	-
CONCORD	4	1	4	2	1	0
	0.2	0.1	0.3	0.2	0.1	-
EAGLE, SX-4, EAGLET	8	8	1	1	0	2
	0.4	0.8	0.1	0.1	-	0.2
AMX, HORNET (AMERICAN, ROGUE, ETC.)	3	1	2	1	1	1
	0.1	0.1	0.1	0.1	0.1	0.1
PACER	1	2	2	0	1	0
	*	0.2	0.1	-	0.1	-
MATADOR (CLASSIC, REBEL, ETC.)	1	0	1	0	0	0
	*	-	0.1	-	-	-
AMBASSADOR	0	0	0	0	0	0
	-	-	-	-	-	-
JEEP PICK-UP	0	0	0	0	3	0
	-	-	-	-	0.3	-
JEEP SPORTS UTILITY (CJ7, CJ5, WAGONEER, ETC.)	40	18	36	15	10	15
	1.9	1.8	2.5	1.6	0.9	1.7
"AMC", "RAMBLER" (UNSPECIFIED)	1	0	1	0	3	0
	*	-	0.1	-	0.3	-

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 41/2

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
BUICK	151	59	97	65	90	64
	7.3	5.9	6.9	7.0	8.4	7.3
SKYLARK ('75 OR LATER), APOLLO	18	12	8	8	10	4
	0.9	1.2	0.6	0.9	0.9	0.5
SKYHAWK	1	1	1	2	0	2
	*	0.1	0.1	0.2	-	0.2
CENTURY ('82 ON), ESTATE WAGON ('84)	12	2	9	7	7	5
	0.6	0.2	0.6	0.8	0.7	0.6
REGAL, CENTURY TO '81 (SKYLARK BEFORE '75, SPECIAL, SPORTWAGON, ETC.)	30	13	25	12	27	5
	1.4	1.3	1.8	1.3	2.5	0.6
LE SABRE, ELECTRA (225, CENTURION, ESTATE WAGON, ETC.)	43	15	27	16	29	24
	2.1	1.5	1.9	1.7	2.7	2.8
RIVIERA	23	6	12	11	10	10
	1.1	0.6	0.8	1.2	0.9	1.1
"BUICK" (UNSPECIFIED)	24	10	15	9	7	14
	1.2	1.0	1.1	1.0	0.7	1.6
CADILLAC	104	46	58	36	52	81
	5.0	4.6	4.1	3.9	4.9	9.3
CIMARRON	2	1	0	2	1	0
	0.1	0.1	-	0.2	0.1	-
SEVILLE	15	4	8	4	5	14
	0.7	0.4	0.6	0.4	0.5	1.6
COUPE DE VILLE, SEDAN DE VILLE, CALAIS, FLEETWOOD	54	25	33	13	30	32
	2.6	2.5	2.3	1.4	2.8	3.7
ELDORADO	16	9	11	6	12	17
	0.8	0.9	0.8	0.6	1.1	2.0
"CADILLAC" (UNSPECIFIED)	17	7	6	11	4	18
	0.8	0.7	0.4	1.2	0.4	2.1

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
CHEVROLET	273	132	180	130	162	120
	13.2	13.2	12.7	14.1	15.2	13.8
CHEVETTE	17	6	16	8	6	4
	0.8	0.6	1.1	0.9	0.6	0.5
VEGA	2	0	3	0	2	0
	0.1	-	0.2	-	0.2	-
CITATION	16	14	8	7	13	3
	0.8	1.4	0.6	0.8	1.2	0.3
NOVA, CONCOURS (CHEVY II, ETC.)	4	0	4	4	7	3
	0.2	-	0.3	0.4	0.7	0.3
CAMARO	20	6	12	8	15	7
	1.0	0.6	0.8	0.9	1.4	0.8
CAVALIER	4	3	1	0	4	5
	0.2	0.3	0.1	-	0.4	0.6
MONZA	6	2	4	1	3	0
	0.3	0.2	0.3	0.1	0.3	-
CELEBRITY	5	1	1	4	4	2
	0.2	0.1	0.1	0.4	0.4	0.2
MALIBU, CHEVELLE	15	10	7	8	14	5
	0.7	1.0	0.5	0.9	1.3	0.6
MONTE CARLO	17	10	8	4	17	5
	0.8	1.0	0.6	0.4	1.6	0.6
IMPALA, CAPRICE (BELAIR, BROOKWOOD, BISCAYNE, ETC.)	27	12	12	19	19	9
	1.3	1.2	0.8	2.1	1.8	1.0
CORVETTE	16	8	11	5	8	9
	0.8	0.8	0.8	0.5	0.8	1.0
VAN (SPORTVAN, ETC.)	16	12	19	9	6	8
	0.8	1.2	1.3	1.0	0.6	0.9
PICK-UP (EL CAMINO, S-10, ETC.)	32	14	23	18	22	16
	1.5	1.4	1.6	1.9	2.1	1.8
SPORTS UTILITY (BLAZER, ETC.)	36	15	25	14	10	11
	1.7	1.5	1.8	1.5	0.9	1.3
"CHEVROLET" (UNSPECIFIED)	40	19	26	21	12	33
	1.9	1.9	1.8	2.3	1.1	3.8

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 41/4

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
CHRYSLER	38	10	20	19	21	20
	1.8	1.0	1.4	2.1	2.0	2.3
CORDOBA	6	1	5	1	3	2
	0.3	0.1	0.4	0.1	0.3	0.2
LE BARON	7	3	6	3	5	3
	0.3	0.3	0.4	0.3	0.5	0.3
NEWPORT, ROYAL	2	0	1	1	0	1
	0.1	-	0.1	0.1	-	0.1
FIFTH AVENUE, NEW YORKER, TOWN & COUNTRY	12	3	4	7	10	9
	0.6	0.3	0.3	0.8	0.9	1.0
IMPERIAL	2	0	2	3	1	0
	0.1	-	0.1	0.3	0.1	-
"E" CLASS	1	0	2	0	0	0
	*	-	0.1	-	-	-
LASER	2	1	0	0	1	1
	0.1	0.1	-	-	0.1	0.1
"CHRYSLER" (UNSPECIFIED)	6	2	0	4	1	4
	0.3	0.2	-	0.4	0.1	0.5

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 41/5

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
DODGE	65	30	52	21	26	15
	3.1	3.0	3.7	2.3	2.4	1.7
OMNI, 024, 024 CHARGER	5	0	5	5	5	0
	0.2	-	0.4	0.5	0.5	-
DART (SWINGER, DEMON, ETC.)	4	2	5	0	2	1
	0.2	0.2	0.4	-	0.2	0.1
CHALLENGER (THROUGH '74)	0	0	0	0	0	0
	-	-	-	-	-	-
ARIES	10	10	3	4	1	2
	0.5	1.0	0.2	0.4	0.1	0.2
ASPEN	2	1	2	1	3	0
	0.1	0.1	0.1	0.1	0.3	-
"400"	3	2	1	0	0	0
	0.1	0.2	0.1	-	-	-
"600", 600-ES	0	0	0	0	0	2
	-	-	-	-	-	0.2
MONACO, CHARGER THRU '78, CORONET, ETC. (INTERMEDIATE)	5	2	4	0	3	0
	0.2	0.2	0.3	-	0.3	-
ST. REGIS	2	0	2	0	0	0
	0.1	-	0.1	-	-	-
ROYAL MONACO, POLARA, ETC. (FULL SIZE)	2	0	1	0	2	0
	0.1	-	0.1	-	0.2	-
DIPLOMAT	4	1	1	1	1	0
	0.2	0.1	0.1	0.1	0.1	-
MAGNUM	0	0	0	0	0	0
	-	-	-	-	-	-
MIRADA	0	0	0	0	0	0
	-	-	-	-	-	-
DAYTONA	0	0	0	0	0	0
	-	-	-	-	-	-
VAN (SPORTSMAN, CARAVAN, MINI-RAM, ETC.)	12	4	17	2	3	6
	0.6	0.4	1.2	0.2	0.3	0.7
PICK-UP (RAMPAGE, W-100/200/300, ETC.)	5	3	4	3	3	2
	0.2	0.3	0.3	0.3	0.3	0.2
SPORTS UTILITY (RAMCHARGER, ETC.)	2	2	1	1	0	0
	0.1	0.2	0.1	0.1	-	-
"DODGE" (UNSPECIFIED)	9	3	6	4	3	2
	0.4	0.3	0.4	0.4	0.3	0.2

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 41/6

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
FORD	192	83	133	88	116	102
	9.3	8.3	9.4	9.5	10.9	11.7
EXP	0	1	2	0	0	0
	-	0.1	0.1	-	-	-
ESCORT	7	6	3	5	5	6
	0.3	0.6	0.2	0.5	0.5	0.7
TEMPO	2	1	0	1	2	0
	0.1	0.1	-	0.1	0.2	-
PINTO	9	6	6	3	1	4
	0.4	0.6	0.4	0.3	0.1	0.5
FUTURA ('78 ON), FAIRMONT	7	2	3	7	4	2
	0.3	0.2	0.2	0.8	0.4	0.2
MAVERICK (FALCON, ETC.)	5	1	3	1	3	2
	0.2	0.1	0.2	0.1	0.3	0.2
GRANADA	12	4	7	2	8	4
	0.6	0.4	0.5	0.2	0.8	0.5
MUSTANG, MUSTANG II	23	8	21	12	12	16
	1.1	0.8	1.5	1.3	1.1	1.8
LTD II, ELITE, TORINO, FAIRLANE	2	1	4	0	1	0
	0.1	0.1	0.3	-	0.1	-
LTD, CROWN VICTORIA, GALAXIE (COUNTRY SQUIRE, ETC.)	33	11	10	15	16	14
	1.6	1.1	0.7	1.6	1.5	1.6
THUNDERBIRD	10	4	12	5	11	4
	0.5	0.4	0.8	0.5	1.0	0.5
SHELBY MUSTANG	0	0	0	0	0	0
	-	-	-	-	-	-
VAN (CLUB WAGON, ETC.)	12	7	10	4	16	7
	0.6	0.7	0.7	0.4	1.5	0.8
PICK-UP (RANCHERO, RANGER, ETC.)	25	12	26	13	18	15
	1.2	1.2	1.8	1.4	1.7	1.7
SPORTS UTILITY (BRONCO, ETC.)	15	8	11	5	7	11
	0.7	0.8	0.8	0.5	0.7	1.3
"FORD" (UNSPECIFIED)	30	11	15	15	12	17
	1.4	1.1	1.1	1.6	1.1	2.0

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 41/7

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
GMC	23	14	16	6	4	8
	1.1	1.4	1.1	0.6	0.4	0.9
VAN (VANDURA, ETC.)	7	5	2	5	1	3
	0.3	0.5	0.1	0.5	0.1	0.3
PICK-UP (C-2500, S-15, ETC.)	5	2	6	1	2	0
	0.2	0.2	0.4	0.1	0.2	-
SPORTS UTILITY (JIMMY, ETC.)	9	6	7	0	1	4
	0.4	0.6	0.5	-	0.1	0.5
"GMC" (UNSPECIFIED)	1	1	1	0	0	1
	0.1	0.1	0.1	-	-	0.1
INTERNATIONAL/IH	9	5	5	3	6	0
	0.4	0.5	0.4	0.3	0.6	-
VAN	1	0	0	1	0	0
	*	-	-	0.1	-	-
PICK-UP (200, ETC.)	1	1	1	0	1	0
	*	0.1	0.1	-	0.1	-
SPORTS UTILITY (SCOUT, ETC.)	6	3	4	2	5	0
	0.3	0.3	0.3	0.2	0.5	-
"INTERNATIONAL" (UNSPECIFIED)	1	1	0	0	0	0
	*	0.1	-	-	-	-
LINCOLN/CONTINENTAL	49	19	10	19	28	47
	2.4	1.9	0.7	2.1	2.6	5.4
CONTINENTAL ('82 ON - EXCEPT MARK VI AND VII)	8	3	2	3	5	3
	0.4	0.3	0.1	0.3	0.5	0.3
MARK III, IV, V, VI, VII, LINCOLN TOWN CAR, ETC.	40	16	8	15	23	43
	1.9	1.6	0.6	1.6	2.2	4.9
VERSAILLES	1	0	0	1	0	1
	*	-	-	0.1	-	0.1

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 41/8

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
MERCURY	53	22	35	26	23	21
	2.6	2.2	2.5	2.8	2.2	2.4
LN7	0	0	1	0	0	0
	-	-	0.1	-	-	-
LYNX	3	2	3	2	2	0
	0.1	0.2	0.2	0.2	0.2	-
TOPAZ	0	0	0	1	1	0
	-	-	-	0.1	0.1	-
CAPRI (1979 OR LATER)	4	1	2	0	2	3
	0.2	0.1	0.1	-	0.2	0.3
BOBCAT	1	1	1	1	0	0
	*	0.1	0.1	0.1	-	-
ZEPHYR	4	2	4	2	0	1
	0.2	0.2	0.3	0.2	-	0.1
COMET	0	0	0	0	0	0
	-	-	-	-	-	-
MONARCH	4	2	4	2	1	1
	0.2	0.2	0.3	0.2	0.1	0.1
MONTEGO (METEOR, ETC.)	0	0	1	0	0	0
	-	-	0.1	-	-	-
COUGAR	10	5	4	3	5	6
	0.5	0.5	0.3	0.3	0.5	0.7
MONTEREY, MARQUIS (MONTCLAIR, COLONY PARK, ETC.)	18	8	9	6	6	5
	0.9	0.8	0.6	0.6	0.6	0.6
"MERCURY" (UNSPECIFIED)	9	1	6	9	6	5
	0.4	0.1	0.4	1.0	0.6	0.6

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 41/9

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS'	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
OLDSMOBILE	177	75	97	78	111	82
	8.5	7.5	6.9	8.4	10.4	9.4
OMEGA	5	3	8	3	2	3
	0.2	0.3	0.6	0.3	0.2	0.3
FIRENZA	1	2	2	0	2	0
	*	0.2	0.1	-	0.2	-
STARFIRE	0	0	0	0	0	0
	-	-	-	-	-	-
CIERA (CUTLASS CIERA)	5	2	8	3	2	2
	0.2	0.2	0.6	0.3	0.2	0.2
HURTS OLDS CUTLASS	0	0	0	0	0	0
	-	-	-	-	-	-
CUTLASS - OTHER THAN CIERA OR HURST (CUTLASS SUPREME, 442, F-85, VISTA CRUISER, ETC.)	58	31	28	30	41	17
	2.8	3.1	2.0	3.2	3.8	2.0
88, 98 (DELTA 88, CUSTOM CRUISER, ETC.)	59	21	22	16	39	38
	2.8	2.1	1.6	1.7	3.7	4.4
TORONADO	15	2	11	5	12	5
	0.7	0.2	0.8	0.5	1.1	0.6
"OLDSMOBILE" (UNSPECIFIED)	34	14	18	21	13	17
	1.6	1.4	1.3	2.3	1.2	2.0

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 41/10

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
PLYMOUTH	43	18	21	14	26	15
	2.1	1.8	1.5	1.5	2.4	1.7
HORIZON, TC3, TOURISMO	8	3	6	1	7	5
	0.4	0.3	0.4	0.1	0.7	0.6
VALIANT (DUSTER, SCAMP, ETC.)	6	3	0	2	5	0
	0.3	0.3	-	0.2	0.5	-
BARRACUDA	1	0	0	1	0	0
	*	-	-	0.1	-	-
RELIANT	7	1	2	5	5	3
	0.3	0.1	0.1	0.5	0.5	0.3
VOLARE	3	1	0	1	2	1
	0.1	0.1	-	0.1	0.2	0.1
FURY ('75-'78), SATELLITE, BELVEDERE (INTERMEDIATE)	6	3	4	0	4	1
	0.3	0.3	0.3	-	0.4	0.1
GRAN FURY, FURY PRIOR TO '75 (FULL SIZE)	0	0	2	0	0	0
	-	-	0.1	-	-	-
VAN (VOYAGER, ETC.)	3	2	1	3	1	1
	0.1	0.2	0.1	0.3	0.1	0.1
PICK-UP (SCAMP, ETC.)	0	0	0	0	0	0
	-	-	-	-	-	-
SPORTS UTILITY (TRAIL DUSTER, ETC.)	0	0	0	0	0	0
	-	-	-	-	-	-
"PLYMOUTH" (UNSPECIFIED)	9	5	6	1	2	4
	0.4	0.5	0.4	0.1	0.2	0.5

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
PONTIAC	98	39	71	35	59	33
	4.7	3.9	5.0	3.8	5.5	3.8
ASTRE	0	0	0	0	0	0
	-	-	-	-	-	-
"1000", T-1000	0	0	1	0	1	0
	-	-	0.1	-	0.1	-
PHOENIX, VENTURA	9	2	2	3	5	2
	0.4	0.2	0.1	0.3	0.5	0.2
FIREBIRD	21	9	14	5	10	7
	1.0	0.9	1.0	0.5	0.9	0.8
"2000", J-2000	4	3	0	0	2	1
	0.2	0.3	-	-	0.2	0.1
SUNBIRD	3	1	3	0	0	0
	0.1	0.1	0.2	-	-	-
"6000", A-6000	8	5	6	1	3	4
	0.4	0.5	0.4	0.1	0.3	0.5
LEMANS, GRAND AM, TEMPEST	12	5	5	5	8	3
	0.6	0.5	0.4	0.5	0.8	0.3
GRAND PRIX	15	1	15	7	12	2
	0.7	0.1	1.1	0.8	1.1	0.2
BONNEVILLE, GRAND SAFARI	9	1	5	4	11	9
	0.4	0.1	0.4	0.4	1.0	1.0
PARISIENNE	1	0	0	1	0	0
	*	-	-	0.1	-	-
CATALINA, EXECUTIVE	1	1	5	0	3	1
	*	0.1	0.4	-	0.3	0.1
FIERO, FIERO SE	3	0	1	1	0	1
	0.1	-	0.1	0.1	-	0.1
"PONTIAC" (UNSPECIFIED)	12	11	14	8	4	3
	0.6	1.1	1.0	0.9	0.4	0.3
ALL OTHER U.S. MAKES	6	3	5	4	4	1
	0.3	0.3	0.4	0.4	0.4	0.1

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 41/12

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
ALFA ROMEO	5	2	1	2	2	0
	0.2	0.2	0.1	0.2	0.2	-
ARROW (PLYMOUTH ARROW)	1	0	0	1	1	0
	*	-	-	0.1	0.1	-
AUDI (PORSCHE AUDI), QUATTRO	30	21	12	10	9	13
	1.4	2.1	0.8	1.1	0.8	1.5
AUSTIN	1	1	1	2	3	0
	*	0.1	0.1	0.2	0.3	-
B M W	33	18	30	16	9	20
	1.6	1.8	2.1	1.7	0.8	2.3
CAPRI (MERCURY CAPRI THRU '78)	2	1	2	0	1	0
	0.1	0.1	0.1	-	0.1	-
COLT - PLYMOUTH, CHAMP	1	2	1	0	0	2
	*	0.2	0.1	-	-	0.2
COLT - DODGE, EXCEPT CHALLENGER	6	5	3	2	5	0
	0.3	0.5	0.2	0.2	0.5	-
COLT CHALLENGER (DODGE COLT CHALLENGER)	1	0	2	0	1	1
	*	-	0.1	-	0.1	0.1
COURIER (FORD COURIER) PICK-UP	1	0	1	1	1	0
	*	-	0.1	0.1	0.1	-
CRICKET (PLYMOUTH CRICKET)	0	0	0	0	0	0
	-	-	-	-	-	-
DATSUN/NISSAN	82	42	81	34	60	32
	4.0	4.2	5.7	3.7	5.6	3.7
DODGE D-50 (IMPORT PICK-UP)	1	0	1	0	1	0
	*	-	0.1	-	0.1	-
FIAT	6	2	3	4	3	0
	0.3	0.2	0.2	0.4	0.3	-
FIESTA (FORD FIESTA)	4	0	3	2	2	1
	0.2	-	0.2	0.2	0.2	0.1
HONDA	75	38	67	32	33	25
	3.6	3.8	4.7	3.5	3.1	2.9
ISUZU	3	1	0	0	0	3
	0.1	0.1	-	-	-	0.3
JAGUAR	11	8	5	5	5	14
	0.5	0.8	0.4	0.5	0.5	1.6
LUV (CHEVROLET LUV) PICK-UP	3	0	6	0	1	2
	0.1	-	0.4	-	0.1	0.2

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO MAKE	195	92	89	79	35	124
TOTAL FOR WHICH MAKE WAS SPECIFIED	2071	997	1416	924	1066	871
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
MAZDA	33	22	33	13	21	10
	1.6	2.2	2.3	1.4	2.0	1.1
MERCEDES-BENZ	90	60	34	45	29	45
	4.3	6.0	2.4	4.9	2.7	5.2
M G	6	5	14	3	5	3
	0.3	0.5	1.0	0.3	0.5	0.3
MITSUBISHI	4	4	1	1	1	1
	0.2	0.4	0.1	0.1	0.1	0.1
OPEL (BUICK OPEL)	1	2	2	0	1	1
	*	0.2	0.1	-	0.1	0.1
PEUGEOT	13	5	3	10	6	3
	0.6	0.5	0.2	1.1	0.6	0.3
PORSCHE (EXCEPT AUDI)	29	14	18	13	6	4
	1.4	1.4	1.3	1.4	0.6	0.5
RENAULT ALLIANCE/ENCORE	6	2	3	2	5	1
	0.3	0.2	0.2	0.2	0.5	0.1
RENAULT (EXCEPT ALLIANCE/ENCORE)	2	0	2	3	0	1
	0.1	-	0.1	0.3	-	0.1
SAAB	10	6	11	6	2	2
	0.5	0.6	0.8	0.6	0.2	0.2
SAPPORO	1	1	1	0	2	0
	*	0.1	0.1	-	0.2	-
SUBARU	19	10	16	15	10	2
	0.9	1.0	1.1	1.6	0.9	0.2
TOYOTA	98	57	97	51	47	21
	4.7	5.7	6.9	5.5	4.4	2.4
TRIUMPH	6	0	5	4	1	2
	0.3	-	0.4	0.4	0.1	0.2
VOLKSWAGEN	93	52	75	55	26	17
	4.5	5.2	5.3	6.0	2.4	2.0
VOLVO	44	27	26	23	18	14
	2.1	2.7	1.8	2.5	1.7	1.6
ALL OTHER IMPORTED MAKES	9	2	6	6	2	4
	0.4	0.2	0.4	0.6	0.2	0.5

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS:

NOTE...QUESTIONNAIRE PROVIDED SPACE FOR UP TO FIVE CARS PER HOUSEHOLD

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 49

WHETHER CARS AND SPECIAL UTILITY VEHICLES OPERATED BY HOUSEHOLD ARE OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
TOTAL SUCH VEHICLES	2266	1089	1505	1003	1101	995
NO ANSWER TO OWNERSHIP	0	0	0	0	0	0
TOTAL FOR WHICH OWNERSHIP WAS SPECIFIED	2266	1089	1505	1003	1101	995
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OWNED, LEASED OR COMPANY-SUPPLIED ...						
SELF OR OTHER HOUSEHOLD MEMBER PERSONALLY OWNS	1991	987	1394	925	1036	670
	87.9	90.6	92.6	92.2	94.1	67.3
SELF OR OTHER HOUSEHOLD MEMBER PERSONALLY LEASES	51	32	20	24	20	20
	2.3	2.9	1.3	2.4	1.8	2.0
COMPANY-SUPPLIED	224	70	91	54	45	305
	9.9	6.4	6.0	5.4	4.1	30.7

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS:

NOTE...QUESTIONNAIRE PROVIDED SPACE FOR UP TO FIVE CARS PER HOUSEHOLD

TABLE 48

HOW ACQUIRED - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926	443	617	431	472	354
	100.0	100.0	100.0	100.0	100.0	100.0
HAVE ONE OR MORE ...						
NEW	789	379	513	346	408	297
	85.2	85.6	83.1	80.3	86.4	83.9
USED	345	135	273	185	194	112
	37.3	30.5	44.2	42.9	41.1	31.6
HOW ACQUIRED NOT SPECIFIED	110	56	60	47	28	92
	11.9	12.6	9.7	10.9	5.9	26.0

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS:

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 46

MODEL YEAR - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
1984	206 22.2	95 21.4	106 17.2	81 18.8	98 20.8	113 31.9
1983	232 25.1	124 28.0	158 25.6	98 22.7	116 24.6	117 33.1
1982	205 22.1	115 26.0	124 20.1	92 21.3	123 26.1	76 21.5
1981	183 19.8	92 20.8	116 18.8	87 20.2	99 21.0	57 16.1
1980	170 18.4	84 19.0	117 19.0	71 16.5	94 19.9	66 18.6
1979	189 20.4	76 17.2	114 18.5	93 21.6	95 20.1	56 15.8
1978	155 16.7	73 16.5	122 19.8	73 16.9	89 18.9	51 14.4
1977	102 11.0	36 8.1	96 15.6	51 11.8	59 12.5	34 9.6
1976	81 8.7	37 8.4	74 12.0	37 8.6	50 10.6	20 5.6
1975	53 5.7	16 3.6	49 7.9	22 5.1	32 6.8	7 2.0
1974 OR EARLIER	179 19.3	84 19.0	165 26.7	94 21.8	99 21.0	58 16.4
MODEL YEAR NOT SPECIFIED	139 15.0	72 16.3	63 10.2	59 13.7	29 6.1	96 27.1

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS:

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 44

SUMMARY ... MAKES OF CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
U.S. MAKES	709 76.6	318 71.8	458 74.2	323 74.9	391 82.8	289 81.6
AMERICAN MOTORS/JEEP	57 6.2	30 6.8	48 7.8	17 3.9	17 3.6	17 4.8
BUICK	137 14.8	55 12.4	78 12.6	60 13.9	78 16.5	48 13.6
CADILLAC	91 9.8	40 9.0	54 8.8	31 7.2	45 9.5	66 18.6
CHEVROLET	221 23.9	105 23.7	152 24.6	105 24.4	132 28.0	96 27.1
CHRYSLER	36 3.9	9 2.0	20 3.2	19 4.4	21 4.4	19 5.4
DODGE	57 6.2	26 5.9	47 7.6	21 4.9	24 5.1	13 3.7
FORD	159 17.2	66 14.9	112 18.2	68 15.8	101 21.4	86 24.3
G M C	22 2.4	14 3.2	15 2.4	6 1.4	4 0.8	8 2.3
INTERNATIONAL/I H	9 1.0	5 1.1	5 0.8	3 0.7	6 1.3	0 -
LINCOLN, CONTINENTAL	46 5.0	19 4.3	9 1.5	19 4.4	25 5.3	41 11.6
MERCURY	46 5.0	20 4.5	30 4.9	21 4.9	21 4.4	19 5.4
OLDSMOBILE	148 16.0	67 15.1	86 13.9	63 14.6	89 18.9	70 19.8
PLYMOUTH	41 4.4	17 3.8	18 2.9	14 3.2	24 5.1	15 4.2
PONTIAC	91 9.8	35 7.9	64 10.4	33 7.7	54 11.4	27 7.6
ALL OTHER U.S. MAKES	5 0.5	2 0.5	3 0.5	4 0.9	3 0.6	1 0.3
IMPORTED MAKES	468 50.5	252 56.9	359 58.2	238 55.2	210 44.5	148 41.8
MAKE NOT SPECIFIED	89 9.6	45 10.2	41 6.6	37 8.6	20 4.2	64 18.1

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS:

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
AMERICAN MOTORS/AMC/JEEP	57 6.2	30 6.8	48 7.8	17 3.9	17 3.6	17 4.8
SPIRIT	0 -	1 0.2	0 -	0 -	0 -	0 -
GREMLIN	2 0.2	1 0.2	3 0.5	0 -	0 -	0 -
CONCORD	4 0.4	1 0.2	4 0.6	2 0.5	1 0.2	0 -
EAGLE, SX-4, EAGLET	7 0.8	7 1.6	1 0.2	1 0.2	0 -	2 0.6
AMX, HORNET (AMERICAN, ROGUE, ETC.)	3 0.3	1 0.2	2 0.3	1 0.2	1 0.2	1 0.3
PACER	1 0.1	2 0.5	2 0.3	0 -	1 0.2	0 -
MATADOR (CLASSIC, REBEL, ETC.)	1 0.1	0 -	1 0.2	0 -	0 -	0 -
AMBASSADOR	0 -	0 -	0 -	0 -	0 -	0 -
JEEP PICK-UP	0 -	0 -	0 -	0 -	3 0.6	0 -
JEEP SPORTS UTILITY (CJ7, CJ5, WAGONEER, ETC.)	40 4.3	18 4.1	35 5.7	15 3.5	9 1.9	14 4.0
"AMC", "RAMBLER" (UNSPECIFIED)	1 0.1	0 -	1 0.2	0 -	3 0.6	0 -

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 43/2

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
BUICK	137 14.8	55 12.4	78 12.6	60 13.9	78 16.5	48 13.6
SKYLARK ('75 OR LATER), APOLLO	17 1.8	12 2.7	8 1.3	8 1.9	9 1.9	4 1.1
SKYHAWK	1 0.1	1 0.2	1 0.2	2 0.5	0 -	2 0.6
CENTURY ('82 ON), ESTATE WAGON ('84)	12 1.3	2 0.5	9 1.5	7 1.6	7 1.5	5 1.4
REGAL, CENTURY TO '81 (SKYLARK BEFORE '75, SPECIAL, SPORTWAGON, ETC.)	28 3.0	13 2.9	22 3.6	11 2.6	27 5.7	5 1.4
LE SABRE, ELECTRA (225, CENTURION, ESTATE WAGON, ETC.)	41 4.4	15 3.4	24 3.9	15 3.5	26 5.5	19 5.4
RIVIERA	22 2.4	5 1.1	12 1.9	11 2.6	10 2.1	10 2.8
"BUICK" (UNSPECIFIED)	23 2.5	10 2.3	14 2.3	8 1.9	6 1.3	12 3.4
CADILLAC	91 9.8	40 9.0	54 8.8	31 7.2	45 9.5	66 18.6
CIMARRON	2 0.2	1 0.2	0 -	2 0.5	1 0.2	0 -
SEVILLE	15 1.6	4 0.9	8 1.3	4 0.9	5 1.1	12 3.4
COUPE DE VILLE, SEDAN DE VILLE, CALAIS, FLEETWOOD	46 5.0	20 4.5	31 5.0	12 2.8	26 5.5	30 8.5
ELDORADO	15 1.6	9 2.0	11 1.8	6 1.4	10 2.1	14 4.0
"CADILLAC" (UNSPECIFIED)	14 1.5	6 1.4	5 0.8	8 1.9	4 0.8	17 4.8

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 43/3

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
CHEVROLET	221 23.9	105 23.7	152 24.6	105 24.4	132 28.0	96 27.1
CHEVETTE	17 1.8	6 1.4	16 2.6	8 1.9	6 1.3	4 1.1
VEGA	2 0.2	0 -	3 0.5	0 -	2 0.4	0 -
CITATION	15 1.6	13 2.9	8 1.3	7 1.6	13 2.8	3 0.8
NOVA, CONCOURS (CHEVY II, ETC.)	4 0.4	0 -	4 0.6	3 0.7	7 1.5	3 0.8
CAMARO	20 2.2	6 1.4	11 1.8	8 1.9	15 3.2	7 2.0
CAVALIER	4 0.4	3 0.7	1 0.2	0 -	4 0.8	5 1.4
MONZA	5 0.5	1 0.2	4 0.6	1 0.2	3 0.6	0 -
CELEBRITY	5 0.5	1 0.2	1 0.2	4 0.9	4 0.8	2 0.6
MALIBU, CHEVELLE	15 1.6	10 2.3	7 1.1	7 1.6	14 3.0	5 1.4
MONTE CARLO	15 1.6	9 2.0	7 1.1	4 0.9	15 3.2	5 1.4
IMPALA, CAPRICE (BELAIR, BROOKWOOD, BISCAYNE, ETC.)	25 2.7	12 2.7	9 1.5	17 3.9	17 3.6	8 2.3
CORVETTE	16 1.7	7 1.6	11 1.8	5 1.2	8 1.7	9 2.5
VAN (SPORTVAN, ETC.)	16 1.7	11 2.5	19 3.1	9 2.1	6 1.3	8 2.3
PICK-UP (EL CAMINO, S-10, ETC.)	31 3.3	12 2.7	22 3.6	18 4.2	22 4.7	16 4.5
SPORTS UTILITY (BLAZER, ETC.)	36 3.9	15 3.4	25 4.1	14 3.2	10 2.1	11 3.1
"CHEVROLET" (UNSPECIFIED)	34 3.7	16 3.6	24 3.9	16 3.7	12 2.5	26 7.3

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 43/4

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
CHRYSLER	36 3.9	9 2.0	20 3.2	19 4.4	21 4.4	19 5.4
CORDOBA	6 0.6	1 0.2	5 0.8	1 0.2	3 0.6	2 0.6
LE BARON	7 0.8	3 0.7	6 1.0	3 0.7	5 1.1	3 0.8
NEWPORT, ROYAL	2 0.2	0 -	1 0.2	1 0.2	0 -	1 0.3
FIFTH AVENUE, NEW YORKER, TOWN & COUNTRY	11 1.2	3 0.7	4 0.6	7 1.6	10 2.1	8 2.3
IMPERIAL	2 0.2	0 -	2 0.3	3 0.7	1 0.2	0 -
"E" CLASS	1 0.1	0 -	2 0.3	0 -	0 -	0 -
LASER	2 0.2	1 0.2	0 -	0 -	1 0.2	1 0.3
"CHRYSLER" (UNSPECIFIED)	5 0.5	1 0.2	0 -	4 0.9	1 0.2	4 1.1

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 43/5

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
DODGE	57 6.2	26 5.9	47 7.6	21 4.9	24 5.1	13 3.7
OMNI, 024, 024 CHARGER	5 0.5	0 -	5 0.8	5 1.2	5 1.1	0 -
DART (SWINGER, DEMON, ETC.)	4 0.4	2 0.5	5 0.8	0 -	2 0.4	1 0.3
CHALLENGER (THROUGH '74)	0 -	0 -	0 -	0 -	0 -	0 -
ARIES	10 1.1	9 2.0	3 0.5	4 0.9	1 0.2	2 0.6
ASPEN	2 0.2	1 0.2	2 0.3	1 0.2	3 0.6	0 -
"400"	3 0.3	2 0.5	1 0.2	0 -	0 -	0 -
"600", 600-ES	0 -	0 -	0 -	0 -	0 -	2 0.6
MONACO, CHARGER THRU '78, CORONET, ETC. (INTERMEDIATE)	5 0.5	2 0.5	4 0.6	0 -	3 0.6	0 -
ST. REGIS	2 0.2	0 -	2 0.3	0 -	0 -	0 -
ROYAL MONACO, POLARA, ETC. (FULL SIZE)	2 0.2	0 -	1 0.2	0 -	2 0.4	0 -
DIPLOMAT	4 0.4	1 0.2	1 0.2	1 0.2	1 0.2	0 -
MAGNUM	0 -	0 -	0 -	0 -	0 -	0 -
MIRADA	0 -	0 -	0 -	0 -	0 -	0 -
DAYTONA	0 -	0 -	0 -	0 -	0 -	0 -
VAN (SPORTSMAN, CARAVAN, MINI-RAM, ETC.)	12 1.3	4 0.9	17 2.8	2 0.5	3 0.6	6 1.7
PICK-UP (RAMPAGE, W-100/200/300, ETC.)	5 0.5	3 0.7	4 0.6	3 0.7	3 0.6	1 0.3
SPORTS UTILITY (RAMCHARGER, ETC.)	2 0.2	2 0.5	1 0.2	1 0.2	0 -	0 -
"DODGE" (UNSPECIFIED)	9 1.0	3 0.7	6 1.0	4 0.9	3 0.6	2 0.6

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 43/6

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
FORD	159 17.2	66 14.9	112 18.2	68 15.8	101 21.4	86 24.3
EXP	0 -	1 0.2	2 0.3	0 -	0 -	0 -
ESCORT	7 0.8	6 1.4	2 0.3	5 1.2	5 1.1	6 1.7
TEMPO	2 0.2	1 0.2	0 -	1 0.2	2 0.4	0 -
PINTO	9 1.0	6 1.4	6 1.0	3 0.7	1 0.2	4 1.1
FUTURA ('78 ON), FAIRMONT	7 0.8	2 0.5	3 0.5	7 1.6	4 0.8	2 0.6
MAVERICK (FALCON, ETC.)	5 0.5	1 0.2	3 0.5	1 0.2	3 0.6	2 0.6
GRANADA	11 1.2	4 0.9	7 1.1	2 0.5	7 1.5	4 1.1
MUSTANG, MUSTANG II	23 2.5	8 1.8	20 3.2	12 2.8	12 2.5	16 4.5
LTD II, ELITE, TORINO, FAIRLANE	2 0.2	1 0.2	4 0.6	0 -	1 0.2	0 -
LTD, CROWN VICTORIA, GALAXIE (COUNTRY SQUIRE, ETC.)	33 3.6	11 2.5	10 1.6	15 3.5	16 3.4	14 4.0
THUNDERBIRD	10 1.1	4 0.9	11 1.8	5 1.2	11 2.3	4 1.1
SHELBY MUSTANG	0 -	0 -	0 -	0 -	0 -	0 -
VAN (CLUB WAGON, ETC.)	12 1.3	7 1.6	10 1.6	4 0.9	16 3.4	7 2.0
PICK-UP (RANCHERO, RANGER, ETC.)	25 2.7	12 2.7	26 4.2	13 3.0	18 3.8	15 4.2
SPORTS UTILITY (BRONCO, ETC.)	15 1.6	8 1.8	11 1.8	5 1.2	7 1.5	11 3.1
"FORD" (UNSPECIFIED)	26 2.8	11 2.5	14 2.3	11 2.6	10 2.1	16 4.5

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 43/7

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
GMC	22 2.4	14 3.2	15 2.4	6 1.4	4 0.8	8 2.3
VAN (VANDURA, ETC.)	7 0.8	5 1.1	2 0.3	5 1.2	1 0.2	3 0.8
PICK-UP (C-2500, S-15, ETC.)	5 0.5	2 0.5	6 1.0	1 0.2	2 0.4	0 -
SPORTS UTILITY (JIMMY, ETC.)	9 1.0	6 1.4	7 1.1	0 -	1 0.2	4 1.1
"GMC" (UNSPECIFIED)	2 0.2	1 0.2	1 0.2	0 -	0 -	1 0.3
INTERNATIONAL/IH	9 1.0	5 1.1	5 0.8	3 0.7	6 1.3	0 -
VAN	1 0.1	0 -	0 -	1 0.2	0 -	0 -
PICK-UP (200, ETC.)	1 0.1	1 0.2	1 0.2	0 -	1 0.2	0 -
SPORTS UTILITY (SCOUT, ETC.)	6 0.6	3 0.7	4 0.6	2 0.5	5 1.1	0 -
"INTERNATIONAL" (UNSPECIFIED)	1 0.1	1 0.2	0 -	0 -	0 -	0 -
LINCOLN/CONTINENTAL	46 5.0	19 4.3	9 1.5	19 4.4	25 5.3	41 11.6
CONTINENTAL ('82 ON - EXCEPT MARK VI AND VII)	8 0.9	3 0.7	2 0.3	3 0.7	5 1.1	3 0.8
MARK III, IV, V, VI, VII, LINCOLN TOWN CAR, ETC.	37 4.0	16 3.6	7 1.1	15 3.5	22 4.7	37 10.5
VERSAILLES	1 0.1	0 -	0 -	1 0.2	0 -	1 0.3

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 43/8

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
MERCURY	46 5.0	20 4.5	30 4.9	21 4.9	21 4.4	19 5.4
LN7	0 -	0 -	1 0.2	0 -	0 -	0 -
LYNX	3 0.3	2 0.5	3 0.5	2 0.5	2 0.4	0 -
TOPAZ	0 -	0 -	0 -	1 0.2	1 0.2	0 -
CAPRI (1979 OR LATER)	4 0.4	1 0.2	2 0.3	0 -	2 0.4	3 0.8
BOBCAT	1 0.1	1 0.2	1 0.2	1 0.2	0 -	0 -
ZEPHYR	4 0.4	2 0.5	3 0.5	2 0.5	0 -	1 0.3
COMET	0 -	0 -	0 -	0 -	0 -	0 -
MONARCH	4 0.4	2 0.5	4 0.6	2 0.5	1 0.2	1 0.3
MONTEGO (METEOR, ETC.)	0 -	0 -	1 0.2	0 -	0 -	0 -
COUGAR	10 1.1	5 1.1	4 0.6	3 0.7	5 1.1	5 1.4
MONTEREY, MARQUIS (MONTCLAIR, COLONY PARK, ETC.)	18 1.9	8 1.8	9 1.5	6 1.4	6 1.3	5 1.4
"MERCURY" (UNSPECIFIED)	7 0.8	1 0.2	6 1.0	6 1.4	6 1.3	5 1.4

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 43/9

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
OLDSMOBILE	148 16.0	67 15.1	86 13.9	63 14.6	89 18.9	70 19.8
OMEGA	5 0.5	3 0.7	8 1.3	3 0.7	2 0.4	3 0.8
FIRENZA	1 0.1	2 0.5	2 0.3	0 -	2 0.4	0 -
STARFIRE	0 -	0 -	0 -	0 -	0 -	0 -
CIERA (CUTLASS CIERA)	5 0.5	2 0.5	8 1.3	3 0.7	2 0.4	2 0.6
HURTS OLDS CUTLASS	0 -	0 -	0 -	0 -	0 -	0 -
CUTLASS - OTHER THAN CIERA OR HURST (CUTLASS SUPREME, 442, F-85, VISTA CRUISER, ETC.)	55 5.9	30 6.8	26 4.2	25 5.8	38 8.1	17 4.8
88, 98 (DELTA 88, CUSTOM CRUISER, ETC.)	52 5.6	18 4.1	21 3.4	14 3.2	37 7.8	37 10.5
TORONADO	15 1.6	2 0.5	11 1.8	5 1.2	11 2.3	5 1.4
"OLDSMOBILE" (UNSPECIFIED)	30 3.2	14 3.2	17 2.8	17 3.9	12 2.5	13 3.7

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 43/10

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
PLYMOUTH	41 4.4	17 3.8	18 2.9	14 3.2	24 5.1	15 4.2
HORIZON, TC3, TOURISMO	8 0.9	3 0.7	6 1.0	1 0.2	7 1.5	5 1.4
VALIANT (DUSTER, SCAMP, ETC.)	5 0.6	3 0.7	0 -	2 0.5	5 1.1	0 -
BARRACUDA	1 0.1	0 -	0 -	1 0.2	0 -	0 -
RELIANT	7 0.8	1 0.2	2 0.3	5 1.2	5 1.1	3 0.8
VOLARE	3 0.3	1 0.2	0 -	1 0.2	2 0.4	1 0.3
FURY ('75-'78), SATELLITE, BELVEDERE (INTERMEDIATE)	5 0.6	3 0.7	4 0.6	0 -	4 0.8	1 0.3
GRAN FURY, FURY PRIOR TO '75 (FULL SIZE)	0 -	0 -	2 0.3	0 -	0 -	0 -
VAN (VOYAGER, ETC.)	3 0.3	2 0.5	1 0.2	3 0.7	1 0.2	1 0.3
PICK-UP (SCAMP, ETC.)	0 -	0 -	0 -	0 -	0 -	0 -
SPORTS UTILITY (TRAIL DUSTER, ETC.)	0 -	0 -	0 -	0 -	0 -	0 -
"PLYMOUTH" (UNSPECIFIED)	8 0.9	5 1.1	5 0.8	1 0.2	1 0.2	4 1.1

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
PONTIAC	91 9.8	35 7.9	64 10.4	33 7.7	54 11.4	27 7.6
ASTRE	0 -	0 -	0 -	0 -	0 -	0 -
"1000", T-1000	0 -	0 -	1 0.2	0 -	1 0.2	0 -
PHOENIX, VENTURA	9 1.0	2 0.5	2 0.3	3 0.7	5 1.1	2 0.6
FIREBIRD	21 2.3	8 1.8	13 2.1	5 1.2	10 2.1	7 2.0
"2000", J-2000	4 0.4	3 0.7	0 -	0 -	2 0.4	1 0.3
SUNBIRD	3 0.3	1 0.2	3 0.5	0 -	0 -	0 -
"6000", A-6000	8 0.9	5 1.1	6 1.0	1 0.2	3 0.6	3 0.8
LEMANS, GRAND AM, TEMPEST	12 1.3	5 1.1	5 0.8	5 1.2	8 1.7	3 0.8
GRAND PRIX	15 1.6	1 0.2	15 2.4	7 1.6	12 2.5	2 0.6
BONNEVILLE, GRAND SAFARI	9 1.0	1 0.2	5 0.8	4 0.9	9 1.9	9 2.5
PARISIENNE	1 0.1	0 -	0 -	1 0.2	0 -	0 -
CATALINA, EXECUTIVE	1 0.1	1 0.2	5 0.8	0 -	3 0.6	1 0.3
FIERO, FIERO SE	3 0.3	0 -	1 0.2	1 0.2	0 -	1 0.3
"PONTIAC" (UNSPECIFIED)	10 1.1	9 2.0	14 2.3	7 1.6	4 0.8	3 0.8
ALL OTHER U.S. MAKES	5 0.5	2 0.5	3 0.5	4 0.9	3 0.6	1 0.3

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 43/12

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
HAVE ONE OR MORE ...						
ALFA ROMEO	5 0.5	2 0.5	1 0.2	2 0.5	2 0.4	0 -
ARROW (PLYMOUTH ARROW)	1 0.1	0 -	0 -	1 0.2	1 0.2	0 -
AUDI (PORSCHE AUDI), QUATTRO	28 3.0	18 4.1	12 1.9	10 2.3	8 1.7	12 3.4
AUSTIN	1 0.1	1 0.2	1 0.2	2 0.5	1 0.2	0 -
B M W	32 3.5	17 3.8	26 4.2	16 3.7	8 1.7	17 4.8
CAPRI (MERCURY CAPRI THRU '78)	2 0.2	1 0.2	2 0.3	0 -	1 0.2	0 -
COLT - PLYMOUTH, CHAMP	1 0.1	2 0.5	1 0.2	0 -	0 -	2 0.6
COLT - DODGE, EXCEPT CHALLENGER	6 0.6	5 1.1	3 0.5	2 0.5	5 1.1	0 -
COLT CHALLENGER (DODGE COLT CHALLENGER)	1 0.1	0 -	2 0.3	0 -	1 0.2	1 0.3
COURIER (FORD COURIER) PICK-UP	1 0.1	0 -	1 0.2	1 0.2	1 0.2	0 -
CRICKET (PLYMOUTH CRICKET)	0 -	0 -	0 -	0 -	0 -	0 -
DATSUN/NISSAN	74 8.0	38 8.6	75 12.2	31 7.2	53 11.2	30 8.5
DODGE D-50 (IMPORT PICK-UP)	1 0.1	0 -	1 0.2	0 -	1 0.2	0 -
FIAT	6 0.6	2 0.5	3 0.5	4 0.9	3 0.6	0 -
FIESTA (FORD FIESTA)	4 0.4	0 -	3 0.5	2 0.5	2 0.4	1 0.3
HONDA	64 6.9	30 6.8	59 9.6	31 7.2	27 5.7	24 6.8
ISUZU	3 0.3	1 0.2	0 -	0 -	0 -	3 0.8
JAGUAR	9 1.0	7 1.6	4 0.6	5 1.2	5 1.1	12 3.4
LUV (CHEVROLET LUV) PICK-UP	3 0.3	0 -	6 1.0	0 -	1 0.2	2 0.6

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926	443	617	431	472	354
	100.0	100.0	100.0	100.0	100.0	100.0
HAVE ONE OR MORE ...						
MAZDA	29	20	32	12	20	9
	3.1	4.5	5.2	2.8	4.2	2.5
MERCEDES-BENZ	73	46	34	37	23	37
	7.9	10.4	5.5	8.6	4.9	10.5
M G	6	4	13	3	5	2
	0.6	0.9	2.1	0.7	1.1	0.6
MITSUBISHI	2	2	1	1	1	1
	0.2	0.5	0.2	0.2	0.2	0.3
OPEL (BUICK OPEL)	1	2	2	0	1	1
	0.1	0.5	0.3	-	0.2	0.3
PEUGEOT	13	5	2	8	6	3
	1.4	1.1	0.3	1.9	1.3	0.8
PORSCHE (EXCEPT AUDI)	29	14	14	13	6	4
	3.1	3.2	2.3	3.0	1.3	1.1
RENAULT ALLIANCE/ENCORE	6	2	3	2	5	1
	0.6	0.5	0.5	0.5	1.1	0.3
RENAULT (EXCEPT ALLIANCE/ENCORE)	2	0	2	3	0	1
	0.2	-	0.3	0.7	-	0.3
SAAB	10	6	9	6	2	2
	1.1	1.4	1.5	1.4	0.4	0.6
SAPPORO	1	1	1	0	2	0
	0.1	0.2	0.2	-	0.4	-
SUBARU	18	9	14	13	8	2
	1.9	2.0	2.3	3.0	1.7	0.6
TOYOTA	84	49	82	46	41	18
	9.1	11.1	13.3	10.7	8.7	5.1
TRIUMPH	6	0	5	4	1	2
	0.6	-	0.8	0.9	0.2	0.6
VOLKSWAGEN	81	46	67	47	24	17
	8.7	10.4	10.9	10.9	5.1	4.8
VOLVO	39	23	24	18	18	14
	4.2	5.2	3.9	4.2	3.8	4.0
ALL OTHER IMPORTED MAKES	8	1	6	6	2	4
	0.9	0.2	1.0	1.4	0.4	1.1

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS:

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 51

WHETHER CAR WAS RENTED IN PAST 12 MONTHS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
I RENTED A CAR	500 54.0	230 51.9	269 43.6	262 60.8	230 48.7	261 73.7
OTHER(S) IN HOUSEHOLD RENTED A CAR	123 13.3	66 14.9	66 10.7	61 14.2	45 9.5	54 15.3
SOMEONE IN HOUSEHOLD RENTED A CAR (NET)	531 57.3	246 55.5	288 46.7	276 64.0	243 51.5	264 74.6
NO ONE RENTED A CAR	315 34.0	145 32.7	283 45.9	110 25.5	197 41.7	67 18.9
NO ANSWER	80 8.6	52 11.7	46 7.5	45 10.4	32 6.8	23 6.5

Q. DURING THE PAST 12 MONTHS, HAVE YOU OR ANY OTHER MEMBERS OF YOUR HOUSEHOLD RENTED A CAR, EITHER FOR BUSINESS OR PERSONAL REASONS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 50

LIVE-IN OR CAMPING VEHICLE OWNERSHIP

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
LIVE-IN OR CAMPING VEHICLE NOW OWNED ...						
MOTOR HOME (SELF-POWERED)	29 3.1	12 2.7	14 2.3	9 2.1	5 1.1	19 5.4
CAMPER VAN	10 1.1	4 0.9	15 2.4	2 0.5	5 1.1	8 2.3
TENT/CAMPING/TRAVEL TRAILER	53 5.7	20 4.5	47 7.6	24 5.6	30 6.4	19 5.4
PICK UP WITH COVER OR SHELL	12 1.3	6 1.4	17 2.8	8 1.9	8 1.7	2 0.6
OTHER	3 0.3	2 0.5	1 0.2	3 0.7	3 0.6	4 1.1
NONE OF THE ABOVE INDICATED	825 89.1	402 90.7	526 85.3	390 90.5	422 89.4	303 85.6

Q. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD NOW OWN A LIVE-IN OR CAMPING VEHICLE?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

TRAVEL PROFILE

Corporate Presidents (151,000)

Dentists (117,000)

Physicians (310,000)

Lawyers (253,000)

CPA's (130,000)

COMPOSITE (960,000)

Summarized here are the business and pleasure trips taken -- or planned -- by the 960,000 professionals who comprise the circulation of MarketPlace Publications, including the "CPM" composite.

TABLE OF CONTENTS

Page

TRAVEL PROFILE

Whether Trips Taken Within United States 74
Means of Transportation Used on United States Trips
in Past 12 Months (Self) 75
Means of Transportation Used on United States Trips
in Past 12 Months (Household Members) 76
Whether Trips Were Taken Outside United States
(Self and Household) 77
Means of Transportation Used on Trips Outside United
States in Past 3 Years (Self) 78
Means of Transportation Used on Trips Outside United
States in Past 3 Years (Household Members) 79
Places Outside the United States Visited in
Past 3 Years (Self) 80, 81
Places Outside the United States Visited in
Past 3 Years (Household Members) 82, 83
Total Number of Airline Trips Outside United States
Taken in Past 3 Years 84
Purpose of Airline Trips Outside United States
in Past 3 Years 85
Number of Airline Trips Outside the United States
in Past 3 Years – Business Purposes 86
Number of Airline Trips Outside the United States
in Past 3 Years – Combined Business and Pleasure 87
Number of Airline Trips Outside the United States
in Past 3 Years – Pleasure or Personal Purposes 88
Whether Cruise on Ocean-Going Ship Taken in Past
3 Years (Household) 89
Whether Valid Passport Currently Held (Household) 90
Number of Household Members Covered by Valid Passports 91

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 18

WHETHER TRIPS WERE TAKEN WITHIN THE 48 CONTIGUOUS U.S. STATES IN THE PAST 12 MONTHS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
SELF ...						
YES, TOOK TRIPS WITHIN THE 48 U.S. STATES IN PAST 12 MONTHS	847 91.5	402 90.7	564 91.4	389 90.3	429 90.9	323 91.2
NO	54 5.8	20 4.5	41 6.6	32 7.4	28 5.9	21 5.9
NO ANSWER	25 2.7	21 4.7	12 1.9	10 2.3	15 3.2	10 2.8
HOUSEHOLD MEMBERS (SELF OR OTHERS) ...						
YES, TOOK TRIPS WITHIN THE 48 U.S. STATES IN PAST 12 MONTHS	872 94.2	419 94.6	580 94.0	398 92.3	442 93.6	335 94.6
NO	45 4.9	17 3.8	33 5.3	30 7.0	23 4.9	17 4.8
NO ANSWER	9 1.0	7 1.6	4 0.6	3 0.7	7 1.5	2 0.6

Q. DURING THE PAST 12 MONTHS, DID YOU OR OTHER HOUSEHOLD MEMBERS TAKE ANY TRIPS IN THE 48 CONTIGUOUS U.S. STATES (EXCLUDING ALASKA AND HAWAII) FOR BUSINESS, PLEASURE OR ANY OTHER REASON?

(PLEASE INCLUDE ONLY TRIPS OF 100 MILES OR MORE ONE-WAY. DO NOT INCLUDE COMMUTING OR MILITARY TRAVEL.)

MEANS OF TRANSPORTATION USED ON U.S. TRIPS IN PAST 12 MONTHS

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
RESPONDENTS WHO TOOK TRIPS IN THE 48 STATES	847	402	564	389	429	323
NO ANSWER TO MEANS OF TRANSPORTATION	3	1	0	2	1	0
NUMBER ANSWERING	844	401	564	387	428	323
	100.0	100.0	100.0	100.0	100.0	100.0
COMMERCIAL AIRLINE	677	338	396	305	322	291
	80.2	84.3	70.2	78.8	75.2	90.1
COMPANY AIRCRAFT	21	4	5	12	0	23
	2.5	1.0	0.9	3.1	-	7.1
PRIVATE AIRCRAFT	82	15	31	55	25	54
	9.7	3.7	5.5	14.2	5.8	16.7
TRAIN	54	21	24	29	19	24
	6.4	5.2	4.3	7.5	4.4	7.4
SHIP	18	7	11	6	5	14
	2.1	1.7	2.0	1.6	1.2	4.3
BUS	15	8	13	5	13	14
	1.8	2.0	2.3	1.3	3.0	4.3
OWN CAR	664	292	469	311	334	250
	78.7	72.8	83.2	80.4	78.0	77.4
RENTED CAR	200	100	113	102	84	114
	23.7	24.9	20.0	26.4	19.6	35.3

Q. WHAT MEANS OF TRANSPORTATION WERE USED BY YOURSELF OR OTHER HOUSEHOLD MEMBERS ON THESE U.S. TRIPS IN THE PAST 12 MONTHS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 20

MEANS OF TRANSPORTATION USED ON U.S. TRIPS IN PAST 12 MONTHS

HOUSEHOLD MEMBERS (SELF OR OTHERS)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
HOUSEHOLDS THAT TOOK TRIPS IN THE 48 STATES	872	419	580	398	442	335
NO ANSWER TO MEANS OF TRANSPORTATION	3	1	1	1	1	0
NUMBER ANSWERING	869	418	579	397	441	335
	100.0	100.0	100.0	100.0	100.0	100.0
COMMERCIAL AIRLINE	724	366	426	320	344	309
	83.3	87.6	73.6	80.6	78.0	92.2
COMPANY AIRCRAFT	22	4	5	13	1	24
	2.5	1.0	0.9	3.3	0.2	7.2
PRIVATE AIRCRAFT	83	15	31	58	26	54
	9.6	3.6	5.4	14.6	5.9	16.1
TRAIN	65	31	33	36	25	30
	7.5	7.4	5.7	9.1	5.7	9.0
SHIP	20	7	11	8	5	18
	2.3	1.7	1.9	2.0	1.1	5.4
BUS	33	18	31	13	22	16
	3.8	4.3	5.4	3.3	5.0	4.8
OWN CAR	687	307	486	318	342	259
	79.1	73.4	83.9	80.1	77.6	77.3
RENTED CAR	210	109	118	105	89	120
	24.2	26.1	20.4	26.4	20.2	35.8

Q. WHAT MEANS OF TRANSPORTATION WERE USED BY YOURSELF OR OTHER HOUSEHOLD MEMBERS ON THESE U.S. TRIPS IN THE PAST 12 MONTHS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

WHETHER TRIPS WERE TAKEN OUTSIDE THE 48 CONTIGUOUS U.S. STATES IN THE PAST 3 YEARS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
SELF ...						
YES, TOOK TRIPS OUTSIDE THE U.S. OR TO ALASKA OR HAWAII IN PAST 3 YEARS	511 55.2	238 53.7	295 47.8	245 56.8	212 44.9	232 65.5
NO	358 38.7	166 37.5	290 47.0	159 36.9	238 50.4	102 28.8
NO ANSWER	57 6.2	39 8.8	32 5.2	27 6.3	22 4.7	20 5.6
HOUSEHOLD MEMBERS (SELF OR OTHERS) ...						
YES, TOOK TRIPS OUTSIDE THE U.S. OR TO ALASKA OR HAWAII IN PAST 3 YEARS	546 59.0	266 60.0	321 52.0	260 60.3	227 48.1	248 70.1
NO	343 37.0	159 35.9	278 45.1	152 35.3	231 48.9	94 26.6
NO ANSWER	37 4.0	18 4.1	18 2.9	19 4.4	14 3.0	12 3.4

Q. DURING THE PAST 3 YEARS, DID YOU OR OTHER HOUSEHOLD MEMBERS TAKE ANY TRIPS OR CRUISES OUTSIDE THE U.S. OR TO ALASKA OR HAWAII?
(PLEASE DO NOT INCLUDE MILITARY TRAVEL.)

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 22

MEANS OF TRANSPORTATION USED ON TRIPS OUTSIDE THE 48 STATES IN PAST 3 YEARS

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
RESP. WHO TOOK SUCH TRIPS IN THE PAST 3 YEARS	511	238	295	245	212	232
NO ANSWER TO MEANS OF TRANSPORTATION	4	4	5	3	4	3
NUMBER ANSWERING	507	234	290	242	208	229
	100.0	100.0	100.0	100.0	100.0	100.0
COMMERCIAL AIRLINE	474	220	258	223	190	223
	93.5	94.0	89.0	92.1	91.3	97.4
PRIVATE AIRCRAFT	24	4	4	11	4	12
	4.7	1.7	1.4	4.5	1.9	5.2
TRAIN	40	19	14	15	14	23
	7.9	8.1	4.8	6.2	6.7	10.0
SHIP	83	37	53	40	39	52
	16.4	15.8	18.3	16.5	18.8	22.7
BUS	27	16	17	10	22	19
	5.3	6.8	5.9	4.1	10.6	8.3
OWN CAR	57	30	54	29	19	15
	11.2	12.8	18.6	12.0	9.1	6.6
RENTED CAR	114	52	58	56	43	65
	22.5	22.2	20.0	23.1	20.7	28.4

Q. WHAT MEANS OF TRANSPORTATION WERE USED BY YOURSELF OR OTHER HOUSEHOLD MEMBERS ON THESE TRIPS OUTSIDE THE 48 STATES IN THE PAST 3 YEARS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 23

MEANS OF TRANSPORTATION USED ON TRIPS OUTSIDE THE 48 STATES IN PAST 3 YEARS

HOUSEHOLD MEMBERS (SELF OR OTHERS)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
H'HOLDS TAKING SUCH TRIPS IN THE PAST 3 YEARS	546	266	321	260	227	248
NO ANSWER TO MEANS OF TRANSPORTATION	4	4	6	3	3	4
NUMBER ANSWERING	542	262	315	257	224	244
	100.0	100.0	100.0	100.0	100.0	100.0
COMMERCIAL AIRLINE	510	250	283	241	205	237
	94.1	95.4	89.8	93.8	91.5	97.1
PRIVATE AIRCRAFT	25	4	4	11	5	14
	4.6	1.5	1.3	4.3	2.2	5.7
TRAIN	45	20	20	16	17	25
	8.3	7.6	6.3	6.2	7.6	10.2
SHIP	96	42	60	45	43	61
	17.7	16.0	19.0	17.5	19.2	25.0
BUS	34	18	23	13	26	22
	6.3	6.9	7.3	5.1	11.6	9.0
OWN CAR	59	32	57	30	21	18
	10.9	12.2	18.1	11.7	9.4	7.4
RENTED CAR	121	56	63	58	43	70
	22.3	21.4	20.0	22.6	19.2	28.7

Q. WHAT MEANS OF TRANSPORTATION WERE USED BY YOURSELF OR OTHER HOUSEHOLD MEMBERS ON THESE TRIPS OUTSIDE THE 48 STATES IN THE PAST 3 YEARS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 24/1

PLACES OUTSIDE THE 48 U.S. STATES VISITED IN PAST 3 YEARS

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
RESP. WHO TOOK SUCH TRIPS IN THE PAST 3 YEARS	511	238	295	245	212	232
NO ANSWER TO PLACES VISITED	8	6	2	0	1	4
NUMBER ANSWERING	503	232	293	245	211	228
	100.0	100.0	100.0	100.0	100.0	100.0
ALASKA	32	11	9	13	9	23
	6.4	4.7	3.1	5.3	4.3	10.1
HAWAII	135	49	72	58	62	80
	26.8	21.1	24.6	23.7	29.4	35.1
CANADA	152	66	97	86	68	77
	30.2	28.4	33.1	35.1	32.2	33.8
MEXICO	154	61	103	88	67	82
	30.6	26.3	35.2	35.9	31.8	36.0
BERMUDA, BAHAMAS, OR CARIBBEAN (ANY)	236	92	125	114	91	110
	46.9	39.7	42.7	46.5	43.1	48.2
BERMUDA	44	19	19	15	22	35
	8.7	8.2	6.5	6.1	10.4	15.4
BAHAMAS	95	30	52	53	30	43
	18.9	12.9	17.7	21.6	14.2	18.9
PUERTO RICO	61	28	38	23	19	26
	12.1	12.1	13.0	9.4	9.0	11.4
OTHER CARIBBEAN AREAS	152	64	80	73	60	63
	30.2	27.6	27.3	29.8	28.4	27.6
SOUTH AMERICA	21	9	11	10	6	15
	4.2	3.9	3.8	4.1	2.8	6.6
CENTRAL AMERICA	15	5	6	8	3	8
	3.0	2.2	2.0	3.3	1.4	3.5

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 24/2

PLACES OUTSIDE THE 48 U.S. STATES VISITED IN PAST 3 YEARS

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
RESP. WHO TOOK SUCH TRIPS IN THE PAST 3 YEARS	511	238	295	245	212	232
NO ANSWER TO PLACES VISITED	8	6	2	0	1	4
NUMBER ANSWERING	503	232	293	245	211	228
	100.0	100.0	100.0	100.0	100.0	100.0
EUROPE (ANY)	197	99	80	97	78	129
	39.2	42.7	27.3	39.6	37.0	56.6
GREAT BRITAIN OR IRELAND	95	45	37	48	47	69
	18.9	19.4	12.6	19.6	22.3	30.3
SCANDINAVIA	26	8	9	10	10	19
	5.2	3.4	3.1	4.1	4.7	8.3
FRANCE	66	27	29	35	34	65
	13.1	11.6	9.9	14.3	16.1	28.5
ITALY	66	30	27	28	21	50
	13.1	12.9	9.2	11.4	10.0	21.9
GERMANY	53	26	24	27	31	58
	10.5	11.2	8.2	11.0	14.7	25.4
SPAIN/PORTUGAL	29	14	11	15	4	23
	5.8	6.0	3.8	6.1	1.9	10.1
RUSSIA	7	7	1	2	3	5
	1.4	3.0	0.3	0.8	1.4	2.2
OTHER EUROPE	63	32	29	33	34	49
	12.5	13.8	9.9	13.5	16.1	21.5
AFRICA	11	4	13	4	4	10
	2.2	1.7	4.4	1.6	1.9	4.4
NEAR OR MIDDLE EAST	30	16	10	9	7	19
	6.0	6.9	3.4	3.7	3.3	8.3
JAPAN	32	13	10	6	11	33
	6.4	5.6	3.4	2.4	5.2	14.5
OTHER ASIA (CHINA, KOREA, INDIA, ETC.)	46	23	17	10	15	31
	9.1	9.9	5.8	4.1	7.1	13.6
AUSTRALIA OR NEW ZEALAND	14	7	5	6	4	13
	2.8	3.0	1.7	2.4	1.9	5.7
PACIFIC ISLANDS	17	9	4	7	3	8
	3.4	3.9	1.4	2.9	1.4	3.5

Q. WHICH OF THE FOLLOWING PLACES WERE VISITED BY YOU OR OTHER HOUSEHOLD MEMBERS IN THE PAST 3 YEARS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 25/1

PLACES OUTSIDE THE 48 U.S. STATES VISITED IN PAST 3 YEARS
HOUSEHOLD MEMBERS (SELF OR OTHERS)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
H'HOLDS TAKING SUCH TRIPS IN THE PAST 3 YEARS	546	266	321	260	227	248
NO ANSWER TO PLACES VISITED	6	9	1	0	1	1
NUMBER ANSWERING	540	257	320	260	226	247
	100.0	100.0	100.0	100.0	100.0	100.0
ALASKA	33	12	12	13	11	27
	6.1	4.7	3.8	5.0	4.9	10.9
HAWAII	148	58	76	62	66	92
	27.4	22.6	23.8	23.8	29.2	37.2
CANADA	163	75	99	91	71	82
	30.2	29.2	30.9	35.0	31.4	33.2
MEXICO	169	66	111	94	72	88
	31.3	25.7	34.7	36.2	31.9	35.6
BERMUDA, BAHAMAS, OR CARIBBEAN (ANY)	255	103	137	121	99	121
	47.2	40.1	42.8	46.5	43.8	49.0
BERMUDA	51	23	23	17	26	42
	9.4	8.9	7.2	6.5	11.5	17.0
BAHAMAS	102	33	58	53	35	48
	18.9	12.8	18.1	20.4	15.5	19.4
PUERTO RICO	65	32	40	24	21	26
	12.0	12.5	12.5	9.2	9.3	10.5
OTHER CARIBBEAN AREAS	162	71	87	78	65	66
	30.0	27.6	27.2	30.0	28.8	26.7
SOUTH AMERICA	26	10	13	12	6	17
	4.8	3.9	4.1	4.6	2.7	6.9
CENTRAL AMERICA	19	7	10	8	3	9
	3.5	2.7	3.1	3.1	1.3	3.6

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 25/2

PLACES OUTSIDE THE 48 U.S. STATES VISITED IN PAST 3 YEARS
HOUSEHOLD MEMBERS (SELF OR OTHERS)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
H'HOLDS TAKING SUCH TRIPS IN THE PAST 3 YEARS	546	266	321	260	227	248
NO ANSWER TO PLACES VISITED	6	9	1	0	1	1
NUMBER ANSWERING	540	257	320	260	226	247
	100.0	100.0	100.0	100.0	100.0	100.0
EUROPE (ANY)	244	128	111	116	92	146
	45.2	49.8	34.7	44.6	40.7	59.1
GREAT BRITAIN OR IRELAND	119	60	50	55	54	85
	22.0	23.3	15.6	21.2	23.9	34.4
SCANDINAVIA	31	12	11	12	10	22
	5.7	4.7	3.4	4.6	4.4	8.9
FRANCE	99	47	49	50	41	78
	18.3	18.3	15.3	19.2	18.1	31.6
ITALY	93	42	49	34	29	63
	17.2	16.3	15.3	13.1	12.8	25.5
GERMANY	78	38	41	38	37	71
	14.4	14.8	12.8	14.6	16.4	28.7
SPAIN/PORTUGAL	46	24	17	16	7	33
	8.5	9.3	5.3	6.2	3.1	13.4
RUSSIA	7	8	4	2	4	5
	1.3	3.1	1.3	0.8	1.8	2.0
OTHER EUROPE	85	44	41	41	39	54
	15.7	17.1	12.8	15.8	17.3	21.9
AFRICA	13	5	14	5	4	10
	2.4	1.9	4.4	1.9	1.8	4.0
NEAR OR MIDDLE EAST	35	20	13	13	7	22
	6.5	7.8	4.1	5.0	3.1	8.9
JAPAN	41	17	14	8	15	38
	7.6	6.6	4.4	3.1	6.6	15.4
OTHER ASIA (CHINA, KOREA, INDIA, ETC.)	55	29	22	13	18	35
	10.2	11.3	6.9	5.0	8.0	14.2
AUSTRALIA OR NEW ZEALAND	17	8	6	8	4	16
	3.1	3.1	1.9	3.1	1.8	6.5
PACIFIC ISLANDS	19	10	4	7	3	9
	3.5	3.9	1.3	2.7	1.3	3.6

Q. WHICH OF THE FOLLOWING PLACES WERE VISITED BY YOU OR OTHER HOUSEHOLD MEMBERS IN THE PAST 3 YEARS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 30

TOTAL NUMBER OF AIRLINE TRIPS OUTSIDE THE 48 STATES IN PAST 3 YEARS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
RESP. WHO TOOK SUCH TRIPS IN PAST 3 YEARS	474	220	258	223	190	223
NO ANSWER TO NUMBER OF SUCH TRIPS	13	6	5	11	7	8
NUMBER ANSWERING	461	214	253	212	183	215
	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL TRIPS OUTSIDE THE 48 U.S. STATES BY COMMERCIAL AIRLINE (FOR ALL REASONS) ...						
1	123	58	85	59	60	33
	26.7	27.1	33.6	27.8	32.8	15.3
2	116	60	63	56	40	42
	25.2	28.0	24.9	26.4	21.9	19.5
3	72	33	43	25	35	43
	15.6	15.4	17.0	11.8	19.1	20.0
4	33	14	22	22	11	13
	7.2	6.5	8.7	10.4	6.0	6.0
5	22	10	11	11	7	11
	4.8	4.7	4.3	5.2	3.8	5.1
6	21	8	11	8	8	10
	4.6	3.7	4.3	3.8	4.4	4.7
7 - 9	17	11	10	9	8	13
	3.7	5.1	4.0	4.2	4.4	6.0
10 - 14	22	12	6	10	7	19
	4.8	5.6	2.4	4.7	3.8	8.8
15 - 19	13	5	2	4	2	12
	2.8	2.3	0.8	1.9	1.1	5.6
20 - 29	7	0	0	4	2	7
	1.5	-	-	1.9	1.1	3.3
30 OR MORE	15	3	0	4	3	12
	3.3	1.4	-	1.9	1.6	5.6
IF TOOK THIS TYPE OF TRIP IN PAST 3 YEARS ...						
MEDIAN # OF SUCH TRIPS	2.4	2.3	2.2	2.3	2.3	3.3
AVERAGE # OF SUCH TRIPS	5.4	4.0	2.9	4.7	4.8	8.1

Q. IF YOU PERSONALLY TOOK A TRIP OUTSIDE THE 48 STATES BY "COMMERCIAL AIRLINE" IN THE PAST 3 YEARS, HOW MANY TRIPS DID YOU TAKE FOR EACH OF THE FOLLOWING REASONS?

(PLEASE COUNT EACH ROUND TRIP AS ONE TRIP.)

PURPOSE OF AIRLINE TRIPS OUTSIDE THE 48 STATES IN PAST 3 YEARS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
RESP. WHO TOOK SUCH TRIPS IN PAST 3 YEARS	474	220	258	223	190	223
NO ANSWER TO PURPOSE	12	5	5	8	7	8
NUMBER ANSWERING	462	215	253	215	183	215
	100.0	100.0	100.0	100.0	100.0	100.0
TOOK ONE OR MORE SUCH TRIPS ...						
FOR PURELY BUSINESS PURPOSES	146	65	54	70	51	91
	31.6	30.2	21.3	32.6	27.9	42.3
PURELY FOR PLEASURE OR PERSONAL REASONS	363	161	194	176	151	159
	78.6	74.9	76.7	81.9	82.5	74.0
THAT COMBINED BUSINESS AND PLEASURE IN THE SAME TRIP	185	105	77	72	45	109
	40.0	48.8	30.4	33.5	24.6	50.7
TRIPS THAT INVOLVED BUSINESS (ANY)	266	138	113	114	78	147
	57.6	64.2	44.7	53.0	42.6	68.4
TRIPS THAT INVOLVED PLEASURE OR PERSONAL REASONS (ANY)	436	208	234	205	171	197
	94.4	96.7	92.5	95.3	93.4	91.6

Q. IF YOU PERSONALLY TOOK A TRIP OUTSIDE THE 48 STATES BY "COMMERCIAL AIRLINE" IN THE PAST 3 YEARS, HOW MANY TRIPS DID YOU TAKE FOR EACH OF THE FOLLOWING REASONS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 27

NUMBER OF AIRLINE TRIPS OUTSIDE THE 48 STATES IN PAST 3 YEARS
FOR PURELY BUSINESS PURPOSES

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
RESP. WHO TOOK SUCH TRIPS IN PAST 3 YEARS	146	65	54	70	51	91
NO ANSWER TO NUMBER OF SUCH TRIPS	0	0	0	0	0	0
NUMBER ANSWERING	146	65	54	70	51	91
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF SUCH TRIPS TAKEN IN PAST 3 YEARS ...						
1	47	21	19	28	11	20
	32.2	32.3	35.2	40.0	21.6	22.0
2	29	14	14	14	13	11
	19.9	21.5	25.9	20.0	25.5	12.1
3	11	9	12	3	10	9
	7.5	13.8	22.2	4.3	19.6	9.9
4	7	7	4	3	1	5
	4.8	10.8	7.4	4.3	2.0	5.5
5	5	1	2	3	1	8
	3.4	1.5	3.7	4.3	2.0	8.8
6	13	6	0	6	3	5
	8.9	9.2	-	8.6	5.9	5.5
7 - 9	5	1	2	2	1	4
	3.4	1.5	3.7	2.9	2.0	4.4
10 - 14	9	1	1	7	6	12
	6.2	1.5	1.9	10.0	11.8	13.2
15 - 19	8	4	0	0	1	6
	5.5	6.2	-	-	2.0	6.6
20 - 29	5	1	0	3	1	3
	3.4	1.5	-	4.3	2.0	3.3
30 OR MORE	7	0	0	1	3	8
	4.8	-	-	1.4	5.9	8.8
IF TOOK THIS TYPE OF TRIP IN PAST 3 YEARS ...						
MEDIAN # OF SUCH TRIPS	2.4	2.3	2.1	2.0	2.6	4.6
AVERAGE # OF SUCH TRIPS	7.3	3.8	2.5	4.5	9.4	10.0

Q. IF YOU PERSONALLY TOOK A TRIP OUTSIDE THE 48 STATES BY "COMMERCIAL AIRLINE" IN THE PAST 3 YEARS, HOW MANY TRIPS DID YOU TAKE FOR EACH OF THE FOLLOWING REASONS?

(PLEASE COUNT EACH ROUND TRIP AS ONE TRIP.)

NUMBER OF AIRLINE TRIPS OUTSIDE THE 48 STATES IN PAST 3 YEARS
THAT COMBINED BUSINESS AND PLEASURE IN THE SAME TRIP

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
RESP. WHO TOOK SUCH TRIPS IN PAST 3 YEARS	185	105	77	72	45	109
NO ANSWER TO NUMBER OF SUCH TRIPS	0	0	0	0	0	0
NUMBER ANSWERING	185	105	77	72	45	109
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF SUCH TRIPS TAKEN IN PAST 3 YEARS ...						
1	91	52	44	32	28	42
	49.2	49.5	57.1	44.4	62.2	38.5
2	49	37	19	22	9	27
	26.5	35.2	24.7	30.6	20.0	24.8
3	17	5	5	5	5	12
	9.2	4.8	6.5	6.9	11.1	11.0
4	5	4	3	4	1	9
	2.7	3.8	3.9	5.6	2.2	8.3
5	2	1	1	0	2	3
	1.1	1.0	1.3	-	4.4	2.8
6	7	2	3	3	0	5
	3.8	1.9	3.9	4.2	-	4.6
7 - 9	3	2	1	1	0	3
	1.6	1.9	1.3	1.4	-	2.8
10 - 14	7	1	1	2	0	5
	3.8	1.0	1.3	2.8	-	4.6
15 - 19	0	1	0	0	0	2
	-	1.0	-	-	-	1.8
20 - 29	4	0	0	3	0	1
	2.2	-	-	4.2	-	0.9
30 OR MORE	0	0	0	0	0	0
	-	-	-	-	-	-
IF TOOK THIS TYPE OF TRIP IN PAST 3 YEARS ...						
MEDIAN # OF SUCH TRIPS	1.5	1.5	?	1.7	?	2.0
AVERAGE # OF SUCH TRIPS	2.7	2.0	1.9	3.0	1.7	3.1

Q. IF YOU PERSONALLY TOOK A TRIP OUTSIDE THE 48 STATES BY "COMMERCIAL AIRLINE" IN THE PAST 3 YEARS, HOW MANY TRIPS DID YOU TAKE FOR EACH OF THE FOLLOWING REASONS?

(PLEASE COUNT EACH ROUND TRIP AS ONE TRIP.)

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 28

NUMBER OF AIRLINE TRIPS OUTSIDE THE 48 STATES IN PAST 3 YEARS
PURELY FOR PLEASURE OR PERSONAL REASONS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
RESP. WHO TOOK SUCH TRIPS IN PAST 3 YEARS	363	161	194	176	151	159
NO ANSWER TO NUMBER OF SUCH TRIPS	1	1	0	3	0	0
NUMBER ANSWERING	362	160	194	173	151	159
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF SUCH TRIPS TAKEN IN PAST 3 YEARS ...						
1	144	68	77	66	62	45
	39.8	42.5	39.7	38.2	41.1	28.3
2	102	44	57	55	39	48
	28.2	27.5	29.4	31.8	25.8	30.2
3	50	22	33	27	24	19
	13.8	13.8	17.0	15.6	15.9	11.9
4	24	12	14	11	10	17
	6.6	7.5	7.2	6.4	6.6	10.7
5	8	2	3	2	7	6
	2.2	1.3	1.5	1.2	4.6	3.8
6	11	6	3	3	5	8
	3.0	3.8	1.5	1.7	3.3	5.0
7 - 9	5	1	4	1	1	6
	1.4	0.6	2.1	0.6	0.7	3.8
10 - 14	7	2	3	3	2	6
	1.9	1.3	1.5	1.7	1.3	3.8
15 - 19	6	3	0	2	1	0
	1.7	1.9	-	1.2	0.7	-
20 - 29	4	0	0	3	0	3
	1.1	-	-	1.7	-	1.9
30 OR MORE	1	0	0	0	0	1
	0.3	-	-	-	-	0.6
IF TOOK THIS TYPE OF TRIP IN PAST 3 YEARS ...						
MEDIAN # OF SUCH TRIPS	1.9	1.8	1.8	1.9	1.8	2.2
AVERAGE # OF SUCH TRIPS	2.8	2.4	2.3	2.7	2.4	3.5

Q. IF YOU PERSONALLY TOOK A TRIP OUTSIDE THE 48 STATES BY "COMMERCIAL AIRLINE" IN THE PAST 3 YEARS, HOW MANY TRIPS DID YOU TAKE FOR EACH OF THE FOLLOWING REASONS?

(PLEASE COUNT EACH ROUND TRIP AS ONE TRIP.)

WHETHER CRUISE ON OCEAN-GOING SHIP TAKEN IN PAST 3 YEARS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
YES, ONE OR MORE HOUSEHOLD MEMBERS TOOK A CRUISE	85 9.2	39 8.8	52 8.4	40 9.3	36 7.6	55 15.5
NO	814 87.9	393 88.7	549 89.0	381 88.4	429 90.9	286 80.8
NO ANSWER	27 2.9	11 2.5	16 2.6	10 2.3	7 1.5	13 3.7

Q. DURING THE PAST 3 YEARS, DID YOU OR OTHER HOUSEHOLD MEMBERS TAKE A CRUISE ON AN OCEAN-GOING SHIP?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 32

WHETHER HAVE CURRENTLY VALID PASSPORT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
YES, ONE OR MORE MEMBERS HAVE A CURRENTLY VALID PASSPORT	474 51.2	244 55.1	238 38.6	216 50.1	170 36.0	240 67.8
NO	382 41.3	154 34.8	328 53.2	185 42.9	268 56.8	96 27.1
NO ANSWER	70 7.6	45 10.2	51 8.3	30 7.0	34 7.2	18 5.1

Q. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD HAVE A CURRENTLY VALID PASSPORT (I.E. ONE ISSUED OR REISSUED IN THE PAST 5 YEARS)?

NUMBER OF HOUSEHOLD MEMBERS COVERED BY CURRENTLY VALID PASSPORTS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
HOUSEHOLD MEMBER(S) HAVE A VALID PASSPORT	474	244	238	216	170	240
NO ANSWER TO HOW MANY MEMBERS COVERED	36	19	14	15	9	21
NUMBER ANSWERING	438	225	224	201	161	219
	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF MEMBERS COVERED BY CURRENTLY VALID PASSPORTS ...						
1	115	44	67	60	57	37
	26.3	19.6	29.9	29.9	35.4	16.9
2	172	70	97	90	72	119
	39.3	31.1	43.3	44.8	44.7	54.3
3	53	34	20	21	17	23
	12.1	15.1	8.9	10.4	10.6	10.5
4	61	45	26	18	13	23
	13.9	20.0	11.6	9.0	8.1	10.5
5 OR MORE	37	32	14	12	2	17
	8.4	14.2	6.3	6.0	1.2	7.8

Q. IF "YES", HOW MANY HOUSEHOLD MEMBERS, INCLUDING YOURSELF, ARE COVERED BY THESE CURRENTLY VALID PASSPORTS?

INVESTMENT PROFILE

Corporate Presidents (151,000)

Dentists (117,000)

Physicians (310,000)

Lawyers (253,000)

CPA's (130,000)

COMPOSITE (960,000)

Summarized here are the types and amounts of the investments held by the 960,000 professionals who comprise the circulation of MarketPlace Publications, including the "CPM" composite.

TABLE OF CONTENTS

Page

INVESTMENT PROFILE

Types of Investments Held by Household Members 96
Other Types of Investments Now Owned by Household Members 97
Value of Stock Now Held in Company Where Employed 98
Value of Other Corporate Stock Now Held 99
Value of Mutual Funds Now Held 100
Value of Corporate Bonds Now Held 101
Value of U.S. Bonds (Non-Savings) Now Held 102
Value of State or Municipal Bonds Now Held 103
Total Value of Investment Portfolio 104
Whether Life Insurance Carried and Total Value 105
Total Face Value of Life Insurance Carried
(Other Than Group Coverage) 106

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 52

TYPES OF INVESTMENTS HELD BY HOUSEHOLD MEMBERS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926	443	617	431	472	354
	100.0	100.0	100.0	100.0	100.0	100.0
CORPORATE STOCK (ANY)	632	256	351	300	341	310
	68.3	57.8	56.9	69.6	72.2	87.6
CORPORATE STOCK IN COMPANY WHERE EMPLOYED	319	125	138	104	145	264
	34.4	28.2	22.4	24.1	30.7	74.6
OTHER CORPORATE STOCK (COMMON OR PREFERRED)	563	220	307	282	301	252
	60.8	49.7	49.8	65.4	63.8	71.2
MUTUAL FUNDS	347	210	229	136	132	114
	37.5	47.4	37.1	31.6	28.0	32.2
CORPORATE BONDS	145	80	80	58	47	52
	15.7	18.1	13.0	13.5	10.0	14.7
U.S. BONDS (EXCLUDING U.S. SAVINGS BONDS)	166	87	111	67	70	71
	17.9	19.6	18.0	15.5	14.8	20.1
STATE OR MUNICIPAL BONDS	201	111	108	78	73	97
	21.7	25.1	17.5	18.1	15.5	27.4
ONE OR MORE OF THE ABOVE	722	324	435	334	366	322
	78.0	73.1	70.5	77.5	77.5	91.0

Q. DO YOU OR OTHER HOUSEHOLD MEMBERS NOW HOLD THE FOLLOWING TYPES OF INVESTMENTS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

OTHER TYPES OF INVESTMENTS NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
OTHER TYPES OF INVESTMENTS OWNED ...						
REAL ESTATE (EXCLUDING YOUR OWN RESIDENCE), MORTGAGE	464 50.1	203 45.8	297 48.1	222 51.5	206 43.6	209 59.0
GOLD, COINS, PRECIOUS STONES	217 23.4	89 20.1	162 26.3	92 21.3	106 22.5	108 30.5
COMMODITIES	17 1.8	10 2.3	12 1.9	6 1.4	6 1.3	9 2.5
TAX SHELTERS	202 21.8	111 25.1	111 18.0	75 17.4	78 16.5	97 27.4
KEOGH PLAN, IRA	552 59.6	265 59.8	366 59.3	259 60.1	291 61.7	205 57.9
CERTIFICATES OF DEPOSIT	295 31.9	97 21.9	175 28.4	135 31.3	152 32.2	142 40.1
ART WORKS, COLLECTIBLES	201 21.7	81 18.3	124 20.1	101 23.4	75 15.9	85 24.0
MONEY MARKET FUNDS	427 46.1	197 44.5	270 43.8	186 43.2	225 47.7	159 44.9
NONE OF THOSE LISTED	57 6.2	24 5.4	42 6.8	23 5.3	36 7.6	17 4.8
NO ANSWER	81 8.7	61 13.8	59 9.6	34 7.9	19 4.0	28 7.9
SUMMARY ...						
ONE OR MORE OF THE INVESTMENTS LISTED ABOVE	786 85.1	358 80.8	516 83.6	374 86.8	417 88.3	309 87.3
ONE OR MORE OF THE INVESTMENTS LISTED ABOVE AND/OR IN TABLE 52	840 90.7	386 87.1	546 88.5	396 91.9	441 93.4	337 95.2

Q. WHICH OF THE FOLLOWING OTHER TYPES OF INVESTMENTS DO YOU OR OTHER HOUSEHOLD MEMBERS NOW OWN?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 53

VALUE OF STOCK NOW HELD IN THE COMPANY WHERE EMPLOYED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
HOUSEHOLDS THAT HOLD THIS TYPE OF INVESTMENT	319	125	138	104	145	264
NO ANSWER TO VALUE OF HOLDING	53	27	31	13	13	42
NUMBER ANSWERING	266	98	107	91	132	222
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 2,500	39	29	15	9	10	6
	14.7	29.6	14.0	9.9	7.6	2.7
$ 2,500 - $ 4,999	13	10	9	6	6	1
	4.9	10.2	8.4	6.6	4.5	0.5
$ 5,000 - $ 9,999	7	4	6	3	5	1
	2.6	4.1	5.6	3.3	3.8	0.5
$ 10,000 - $ 14,999	16	7	10	12	9	2
	6.0	7.1	9.3	13.2	6.8	0.9
$ 15,000 - $ 24,999	17	7	1	13	8	2
	6.4	7.1	0.9	14.3	6.1	0.9
$ 25,000 - $ 49,999	18	9	7	9	20	11
	6.8	9.2	6.5	9.9	15.2	5.0
$ 50,000 - $ 99,999	32	15	21	13	18	17
	12.0	15.3	19.6	14.3	13.6	7.7
$ 100,000 - $ 199,999	39	10	24	17	23	32
	14.7	10.2	22.4	18.7	17.4	14.4
$ 200,000 - $ 299,999	28	4	10	6	14	22
	10.5	4.1	9.3	6.6	10.6	9.9
$ 300,000 OR OVER	57	3	4	3	19	128
	21.4	3.1	3.7	3.3	14.4	57.7
IF THIS TYPE OF INVESTMENT HELD ...						
MEDIAN VALUE (IN 000'S)	85.9	14.3	63.1	31.9	72.2	?
AVERAGE VALUE (IN 000'S)	415.9	54.5	92.3	81.1	148.9	1108.2

Q. IF "YES", WHAT IS THE APPROXIMATE TOTAL CURRENT VALUE OF EACH TYPE OF HOLDING?

VALUE OF OTHER CORPORATE STOCK (COMMON OR PREFERRED) NOW HELD

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
HOUSEHOLDS THAT HOLD THIS TYPE OF INVESTMENT	563	220	307	282	301	252
NO ANSWER TO VALUE OF HOLDING	102	45	55	42	29	54
NUMBER ANSWERING	461	175	252	240	272	198
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 2,500	104	34	51	54	44	12
	22.6	19.4	20.2	22.5	16.2	6.1
$ 2,500 - $ 4,999	54	24	36	24	35	13
	11.7	13.7	14.3	10.0	12.9	6.6
$ 5,000 - $ 9,999	44	19	30	31	34	8
	9.5	10.9	11.9	12.9	12.5	4.0
$ 10,000 - $ 14,999	59	24	30	30	45	27
	12.8	13.7	11.9	12.5	16.5	13.6
$ 15,000 - $ 24,999	45	24	26	20	27	23
	9.8	13.7	10.3	8.3	9.9	11.6
$ 25,000 - $ 49,999	44	11	36	23	30	18
	9.5	6.3	14.3	9.6	11.0	9.1
$ 50,000 - $ 99,999	49	21	20	23	29	34
	10.6	12.0	7.9	9.6	10.7	17.2
$ 100,000 - $ 199,999	25	7	9	14	10	25
	5.4	4.0	3.6	5.8	3.7	12.6
$ 200,000 - $ 299,999	13	6	5	8	8	9
	2.8	3.4	2.0	3.3	2.9	4.5
$ 300,000 OR OVER	24	5	9	13	10	29
	5.2	2.9	3.6	5.4	3.7	14.6
IF THIS TYPE OF INVESTMENT HELD ...						
MEDIAN VALUE (IN 000'S)	12.4	12.2	11.5	11.8	12.6	47.2
AVERAGE VALUE (IN 000'S)	74.1	59.6	43.5	68.9	48.8	176.3

Q. IF "YES", WHAT IS THE APPROXIMATE TOTAL CURRENT VALUE OF EACH TYPE OF HOLDING?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 55

VALUE OF MUTUAL FUNDS NOW HELD

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
HOUSEHOLDS THAT HOLD THIS TYPE OF INVESTMENT	347	210	229	136	132	114
NO ANSWER TO VALUE OF HOLDING	72	50	36	29	8	28
NUMBER ANSWERING	275	160	193	107	124	86
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 2,500	34	19	26	13	31	8
	12.4	11.9	13.5	12.1	25.0	9.3
$ 2,500 - $ 4,999	46	23	34	18	18	7
	16.7	14.4	17.6	16.8	14.5	8.1
$ 5,000 - $ 9,999	46	27	27	20	22	11
	16.7	16.9	14.0	18.7	17.7	12.8
$ 10,000 - $ 14,999	39	21	28	16	27	19
	14.2	13.1	14.5	15.0	21.8	22.1
$ 15,000 - $ 24,999	40	20	34	11	10	16
	14.5	12.5	17.6	10.3	8.1	18.6
$ 25,000 - $ 49,999	37	22	26	17	12	11
	13.5	13.8	13.5	15.9	9.7	12.8
$ 50,000 - $ 99,999	18	14	10	8	2	9
	6.5	8.8	5.2	7.5	1.6	10.5
$ 100,000 - $ 199,999	9	9	6	4	2	3
	3.3	5.6	3.1	3.7	1.6	3.5
$ 200,000 - $ 299,999	6	5	2	0	0	1
	2.2	3.1	1.0	-	-	1.2
$ 300,000 OR OVER	0	0	0	0	0	1
	-	-	-	-	-	1.2
IF THIS TYPE OF INVESTMENT HELD ...						
MEDIAN VALUE (IN 000'S)	11.5	12.6	11.7	10.8	8.0	14.5
AVERAGE VALUE (IN 000'S)	27.0	34.1	23.4	23.3	13.8	32.7

Q. IF "YES", WHAT IS THE APPROXIMATE TOTAL CURRENT VALUE OF EACH TYPE OF HOLDING?

VALUE OF CORPORATE BONDS NOW HELD

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
HOUSEHOLDS THAT HOLD THIS TYPE OF INVESTMENT	145	80	80	58	47	52
NO ANSWER TO VALUE OF HOLDING	43	26	24	18	9	17
NUMBER ANSWERING	102	54	56	40	38	35
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 2,500	11	5	8	6	1	3
	10.8	9.3	14.3	15.0	2.6	8.6
$ 2,500 - $ 4,999	12	6	8	6	6	2
	11.8	11.1	14.3	15.0	15.8	5.7
$ 5,000 - $ 9,999	19	10	8	3	4	3
	18.6	18.5	14.3	7.5	10.5	8.6
$ 10,000 - $ 14,999	21	11	11	9	8	8
	20.6	20.4	19.6	22.5	21.1	22.9
$ 15,000 - $ 24,999	15	7	11	3	12	4
	14.7	13.0	19.6	7.5	31.6	11.4
$ 25,000 - $ 49,999	9	6	1	7	1	5
	8.8	11.1	1.8	17.5	2.6	14.3
$ 50,000 - $ 99,999	8	3	5	3	1	5
	7.8	5.6	8.9	7.5	2.6	14.3
$ 100,000 - $ 199,999	2	2	2	2	4	2
	2.0	3.7	3.6	5.0	10.5	5.7
$ 200,000 - $ 299,999	4	4	2	0	1	3
	3.9	7.4	3.6	-	2.6	8.6
$ 300,000 OR OVER	1	0	0	1	0	0
	1.0	-	-	2.5	-	-
IF THIS TYPE OF INVESTMENT HELD ...						
MEDIAN VALUE (IN 000'S)	12.1	12.7	11.8	12.8	15.0	18.7
AVERAGE VALUE (IN 000'S)	32.4	39.5	29.8	32.8	35.7	52.2

Q. IF "YES", WHAT IS THE APPROXIMATE TOTAL CURRENT VALUE OF EACH TYPE OF HOLDING?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 57

VALUE OF U.S. BONDS (EXCLUDING U.S. SAVINGS BONDS) NOW HELD

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
HOUSEHOLDS THAT HOLD THIS TYPE OF INVESTMENT	166	87	111	67	70	71
NO ANSWER TO VALUE OF HOLDING	38	24	20	18	6	15
NUMBER ANSWERING	128	63	91	49	64	56
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 2,500	56	28	36	23	32	10
	43.8	44.4	39.6	46.9	50.0	17.9
$ 2,500 - $ 4,999	19	8	15	8	5	9
	14.8	12.7	16.5	16.3	7.8	16.1
$ 5,000 - $ 9,999	10	5	6	1	7	5
	7.8	7.9	6.6	2.0	10.9	8.9
$ 10,000 - $ 14,999	8	7	14	3	3	6
	6.3	11.1	15.4	6.1	4.7	10.7
$ 15,000 - $ 24,999	10	4	3	7	6	14
	7.8	6.3	3.3	14.3	9.4	25.0
$ 25,000 - $ 49,999	6	3	7	1	5	3
	4.7	4.8	7.7	2.0	7.8	5.4
$ 50,000 - $ 99,999	8	3	4	3	2	4
	6.3	4.8	4.4	6.1	3.1	7.1
$ 100,000 - $ 199,999	4	3	4	1	1	1
	3.1	4.8	4.4	2.0	1.6	1.8
$ 200,000 - $ 299,999	5	2	2	1	3	2
	3.9	3.2	2.2	2.0	4.7	3.6
$ 300,000 OR OVER	2	0	0	1	0	2
	1.6	-	-	2.0	-	3.6
IF THIS TYPE OF INVESTMENT HELD ...						
MEDIAN VALUE (IN 000'S)	3.6	3.6	4.1	3.0	?	13.3
AVERAGE VALUE (IN 000'S)	29.6	24.7	22.5	24.6	23.5	41.1

Q. IF "YES", WHAT IS THE APPROXIMATE TOTAL CURRENT VALUE OF EACH TYPE OF HOLDING?

VALUE OF STATE OR MUNICIPAL BONDS NOW HELD

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
HOUSEHOLDS THAT HOLD THIS TYPE OF INVESTMENT	201	111	108	78	73	97
NO ANSWER TO VALUE OF HOLDING	48	34	22	18	9	19
NUMBER ANSWERING	153	77	86	60	64	78
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 2,500	11	7	7	4	4	1
	7.2	9.1	8.1	6.7	6.3	1.3
$ 2,500 - $ 4,999	12	9	8	5	8	3
	7.8	11.7	9.3	8.3	12.5	3.8
$ 5,000 - $ 9,999	13	5	10	8	6	4
	8.5	6.5	11.6	13.3	9.4	5.1
$ 10,000 - $ 14,999	24	12	20	7	8	11
	15.7	15.6	23.3	11.7	12.5	14.1
$ 15,000 - $ 24,999	25	15	7	12	7	10
	16.3	19.5	8.1	20.0	10.9	12.8
$ 25,000 - $ 49,999	24	14	10	11	12	17
	15.7	18.2	11.6	18.3	18.8	21.8
$ 50,000 - $ 99,999	21	10	8	8	4	10
	13.7	13.0	9.3	13.3	6.3	12.8
$ 100,000 - $ 199,999	10	0	12	3	9	13
	6.5	-	14.0	5.0	14.1	16.7
$ 200,000 - $ 299,999	7	3	1	1	2	4
	4.6	3.9	1.2	1.7	3.1	5.1
$ 300,000 OR OVER	6	2	3	1	4	5
	3.9	2.6	3.5	1.7	6.3	6.4
IF THIS TYPE OF INVESTMENT HELD ...						
MEDIAN VALUE (IN 000'S)	21.6	18.7	14.5	20.0	23.6	39.7
AVERAGE VALUE (IN 000'S)	73.4	41.0	55.6	43.7	92.5	101.5

Q. IF "YES", WHAT IS THE APPROXIMATE TOTAL CURRENT VALUE OF EACH TYPE OF HOLDING?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 60

TOTAL VALUE OF INVESTMENT PORTFOLIO

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926	443	617	431	472	354
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 5,000	41	18	33	23	21	8
	4.4	4.1	5.3	5.3	4.4	2.3
$ 5,000 - $ 9,999	33	17	27	8	23	2
	3.6	3.8	4.4	1.9	4.9	0.6
$ 10,000 - $ 14,999	17	9	28	10	23	2
	1.8	2.0	4.5	2.3	4.9	0.6
$ 15,000 - $ 24,999	46	16	33	24	43	4
	5.0	3.6	5.3	5.6	9.1	1.1
$ 25,000 - $ 49,999	58	27	43	32	40	8
	6.3	6.1	7.0	7.4	8.5	2.3
$ 50,000 - $ 99,999	97	46	63	56	54	17
	10.5	10.4	10.2	13.0	11.4	4.8
$ 100,000 - $ 199,999	111	58	85	56	57	28
	12.0	13.1	13.8	13.0	12.1	7.9
$ 200,000 - $ 299,999	70	31	48	34	34	23
	7.6	7.0	7.8	7.9	7.2	6.5
$ 300,000 - $ 499,999	72	47	52	26	35	25
	7.8	10.6	8.4	6.0	7.4	7.1
$ 500,000 - $ 999,999	79	26	39	40	35	59
	8.5	5.9	6.3	9.3	7.4	16.7
$ 1,000,000 OR OVER	62	14	14	18	14	90
	6.7	3.2	2.3	4.2	3.0	25.4
SUB-TOTAL (THOSE OWNING AND SPECIFYING VALUE)	686	309	465	327	379	266
	74.1	69.8	75.4	75.9	80.3	75.1
NONE	34	15	31	13	18	5
	3.7	3.4	5.0	3.0	3.8	1.4
DON'T KNOW, NO ANSWER	206	119	121	91	75	83
	22.2	26.9	19.6	21.1	15.9	23.4
IF OWN ANY OF THE LISTED INVESTMENTS AND SPECIFY VALUE ...						
MEDIAN VALUE OF PORTFOLIO (IN 000'S)	145.9	137.1	106.5	118.7	86.6	635.6
AVERAGE VALUE OF PORTFOLIO (IN 000'S)	487.5	321.0	223.8	293.3	264.3	1651.6

Q. WHAT IS THE APPROXIMATE TOTAL VALUE OF THE ABOVE INVESTMENTS OWNED BY YOU AND OTHER MEMBERS OF YOUR HOUSEHOLD?

(PLEASE COMBINE ALL OF THE TYPES OF INVESTMENTS YOU CHECKED IN QUESTIONS 1A, 1B & 1C ABOVE, TO ARRIVE AT THIS FIGURE. DO NOT INCLUDE TYPES OF INVESTMENTS OTHER THAN THESE)

WHETHER LIFE INSURANCE CARRIED (OTHER THAN GROUP COVERAGE)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL HOUSEHOLDS	926 100.0	443 100.0	617 100.0	431 100.0	472 100.0	354 100.0
YES, ONE OR MORE MEMBERS HAVE LIFE INSURANCE (OTHER THAN GROUP COVERAGE)	816 88.1	389 87.8	493 79.9	385 89.3	415 87.9	334 94.4
NO	98 10.6	42 9.5	116 18.8	43 10.0	53 11.2	16 4.5
NO ANSWER	12 1.3	12 2.7	8 1.3	3 0.7	4 0.8	4 1.1

Q. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD HAVE ANY LIFE INSURANCE, OTHER THAN GROUP COVERAGE?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 35

TOTAL FACE VALUE OF LIFE INSURANCE CARRIED (OTHER THAN GROUP COVERAGE)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
HOUSEHOLDS THAT HAVE SUCH LIFE INSURANCE	816	389	493	385	415	334
NO ANSWER TO FACE VALUE	31	22	11	6	10	8
NUMBER ANSWERING	785	367	482	379	405	326
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 10,000	9	2	12	3	11	8
	1.1	0.5	2.5	0.8	2.7	2.5
$ 10,000 - $ 19,999	28	10	19	17	17	10
	3.6	2.7	3.9	4.5	4.2	3.1
$ 20,000 - $ 29,999	20	3	12	15	16	4
	2.5	0.8	2.5	4.0	4.0	1.2
$ 30,000 - $ 49,999	28	7	19	17	30	13
	3.6	1.9	3.9	4.5	7.4	4.0
$ 50,000 - $ 69,999	54	18	37	33	36	13
	6.9	4.9	7.7	8.7	8.9	4.0
$ 70,000 - $ 99,999	44	17	26	28	20	20
	5.6	4.6	5.4	7.4	4.9	6.1
$ 100,000 - $ 149,999	118	62	82	64	57	37
	15.0	16.9	17.0	16.9	14.1	11.3
$ 150,000 - $ 199,999	72	34	44	39	35	20
	9.2	9.3	9.1	10.3	8.6	6.1
$ 200,000 - $ 249,999	97	49	61	37	41	37
	12.4	13.4	12.7	9.8	10.1	11.3
$ 250,000 - $ 349,999	86	48	58	37	51	28
	11.0	13.1	12.0	9.8	12.6	8.6
$ 350,000 - $ 499,999	73	30	45	43	43	27
	9.3	8.2	9.3	11.3	10.6	8.3
$ 500,000 OR OVER	156	87	67	46	48	109
	19.9	23.7	13.9	12.1	11.9	33.4
IF LIFE INSURANCE CARRIED OTHER THAN GROUP COVERAGE) ...						
MEDIAN VALUE (IN 000'S)	210.1	231.1	188.6	166.0	172.1	253.6
AVERAGE VALUE (IN 000'S)	352.2	352.5	256.2	253.1	236.6	706.5

Q. IF "YES", WHAT IS THE APPROXIMATE TOTAL FACE VALUE OF ALL SUCH LIFE INSURANCE HELD BY YOU OR OTHER HOUSEHOLD MEMBERS?

BUSINESS PROFILE

Corporate Presidents (151,000)

Dentists (117,000)

Physicians (310,000)

Lawyers (253,000)

CPA's (130,000)

COMPOSITE (960,000)

TABLE OF CONTENTS

Page

BUSINESS PROFILE OF RESPONDENT

Line of Business of Respondent 109, 110
Title of Position of Respondent 111-114

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 65/1

LINE OF BUSINESS OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO LINE OF BUSINESS AND TITLE	2	1	0	2	1	0
NUMBER ANSWERING	924	442	617	429	471	354
	100.0	100.0	100.0	100.0	100.0	100.0
AGRICULTURE	1	0	0	0	0	1
	0.1	-	-	-	-	0.3
FORESTRY AND FISHERIES	0	0	0	0	0	0
	-	-	-	-	-	-
MINING	7	0	0	0	1	8
	0.8	-	-	-	0.2	2.3
CONSTRUCTION	11	0	0	0	1	29
	1.2	-	-	-	0.2	8.2
MANUFACTURING	36	3	0	0	8	94
	3.9	0.7	-	-	1.7	26.6
TRANSPORTATION	1	0	0	0	1	4
	0.1	-	-	-	0.2	1.1
COMMUNICATIONS	2	0	0	2	3	3
	0.2	-	-	0.5	0.6	0.8
ELECTRIC, GAS AND SANITARY SERVICES	2	0	0	0	0	5
	0.2	-	-	-	-	1.4
WHOLESALE TRADE	19	0	0	0	2	37
	2.1	-	-	-	0.4	10.5
RETAIL TRADE	15	0	0	0	3	61
	1.6	-	-	-	0.6	17.2
FINANCE	7	1	0	1	6	18
	0.8	0.2	-	0.2	1.3	5.1
INSURANCE	3	0	0	0	0	7
	0.3	-	-	-	-	2.0
REAL ESTATE	4	0	0	1	5	5
	0.4	-	-	0.2	1.1	1.4
HEALTH SERVICES	428	417	597	1	3	15
	46.3	94.3	96.8	0.2	0.6	4.2
LEGAL SERVICES	228	0	0	416	7	0
	24.7	-	-	97.0	1.5	-
EDUCATIONAL SERVICES	7	6	1	0	2	6
	0.8	1.4	0.2	-	0.4	1.7
OTHER PROFESSIONAL SERVICES	105	0	0	0	401	4
	11.4	-	-	-	85.1	1.1
BUSINESS SERVICES	11	0	0	0	4	21
	1.2	-	-	-	0.8	5.9
MEMBERSHIP ORGANIZATIONS	1	0	0	0	1	1
	0.1	-	-	-	0.2	0.3
ALL OTHER SERVICE ORGANIZATIONS	4	0	0	0	0	7
	0.4	-	-	-	-	2.0
IN BUSINESS, INDUSTRY OR PROFESSIONS BUT NOT SPECIFIED WHICH	6	0	0	0	0	19
	0.6	-	-	-	-	5.4

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 65/2

LINE OF BUSINESS OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO LINE OF BUSINESS AND TITLE	2	1	0	2	1	0
NUMBER ANSWERING	924	442	617	429	471	354
	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL IN BUSINESS, INDUSTRY OR PROFESSIONS	898	427	598	421	448	345
	97.2	96.6	96.9	98.1	95.1	97.5
ARMED FORCES, NATIONAL SECURITY FORCES	9	8	9	0	0	0
	1.0	1.8	1.5	-	-	-
GOVERNMENT, EXCEPT ARMED FORCES/NATIONAL SECURITY	10	7	5	7	1	0
	1.1	1.6	0.8	1.6	0.2	-
RETIRED	7	0	5	1	22	9
	0.8	-	0.8	0.2	4.7	2.5
STUDENT	0	0	0	0	0	0
	-	-	-	-	-	-
HOUSEWIFE, HOMEMAKER	0	0	0	0	0	0
	-	-	-	-	-	-
UNEMPLOYED	0	0	0	0	0	0
	-	-	-	-	-	-

Q. WHAT IS THE NATURE OF YOUR EMPLOYER'S BUSINESS?
IF YOU DO NOT WORK FOR AN EMPLOYER, PLEASE GIVE YOUR PROFESSIONAL OR OCCUPATIONAL STATUS.

TITLE OR POSITION OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO LINE OF BUSINESS AND TITLE	2	1	0	2	1	0
NUMBER ANSWERING	924	442	617	429	471	354
	100.0	100.0	100.0	100.0	100.0	100.0
TOP MANAGEMENT ...						
CHAIRMAN OF THE BOARD	4	0	0	1	1	14
	0.4	-	-	0.2	0.2	4.0
PRESIDENT, CHIEF EXECUTIVE OFFICER	120	17	36	5	23	249
	13.0	3.8	5.8	1.2	4.9	70.3
VICE PRESIDENT	11	0	1	1	14	24
	1.2	-	0.2	0.2	3.0	6.8
FINANCIAL OFFICER (TREASURER, COMPTROLLER, SECRETARY-TREASURER)	6	0	0	1	11	6
	0.6	-	-	0.2	2.3	1.7
GENERAL MANAGER, MANAGING DIRECTOR, DIVISIONAL MANAGER, ETC.	4	4	0	1	1	9
	0.4	0.9	-	0.2	0.2	2.5
OTHER COMPANY OFFICER, ASSISTANT OFFICER, ASSISTANT-TO-OFFICER	3	0	1	0	1	9
	0.3	-	0.2	-	0.2	2.5
OWNER, PARTNER	15	0	0	0	2	33
	1.6	-	-	-	0.4	9.3
ADMINISTRATIVE ...						
ADMINISTRATIVE MANAGEMENT, OFFICE MANAGER, DEPARTMENT MANAGER, BRANCH MANAGER, ETC.	7	0	1	2	8	0
	0.8	-	0.2	0.5	1.7	-
PERSONNEL/LABOR RELATIONS MANAGEMENT	0	0	0	0	0	0
	-	-	-	-	-	-
FINANCIAL ...						
FINANCIAL/ACCOUNTING MANAGEMENT	0	0	0	0	1	0
	-	-	-	-	0.2	-
INVESTMENT MANAGEMENT (INCLUDING DEALERS, INVESTMENT BROKERS, TRADERS, ETC.)	1	0	0	0	1	0
	0.1	-	-	-	0.2	-
FINANCIAL/INVESTMENT ANALYST	0	0	0	0	1	0
	-	-	-	-	0.2	-
ACCOUNTANT, AUDITOR, CPA, ETC.	96	0	2	0	373	0
	10.4	-	0.3	-	79.2	-

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 66/2

TITLE OR POSITION OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO LINE OF BUSINESS AND TITLE	2	1	0	2	1	0
NUMBER ANSWERING	924	442	617	429	471	354
	100.0	100.0	100.0	100.0	100.0	100.0
SALES/MARKETING/DISTRIBUTION/DEVELOPMENT ...						
SALES/MARKETING/SALES SUPPORT MANAGEMENT	0 -	0 -	0 -	0 -	1 0.2	0 -
SALESMAN, REPRESENTATIVE, AGENT, BROKER, ETC.	0 -	0 -	0 -	0 -	0 -	0 -
MARKET DEVELOPMENT MANAGEMENT, PRODUCT DEVELOPMENT MANAGEMENT	0 -	0 -	0 -	0 -	1 0.2	0 -
DISTRIBUTION/TRAFFIC MANAGEMENT	0 -	0 -	0 -	0 -	0 -	0 -
PURCHASING ...						
PURCHASING/PROCUREMENT MANAGEMENT	0 -	0 -	0 -	0 -	0 -	0 -
PURCHASING AGENT, BUYER	0 -	0 -	0 -	0 -	0 -	0 -
PRODUCTION ...						
PLANT/PRODUCTION MANAGEMENT	0 -	0 -	0 -	0 -	0 -	0 -
SUPERINTENDENT, SUPERVISOR	1 0.1	0 -	0 -	0 -	2 0.4	0 -
FOREMAN, ASSISTANT FOREMAN	0 -	0 -	0 -	0 -	0 -	0 -

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 66/3

TITLE OR POSITION OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO LINE OF BUSINESS AND TITLE	2	1	0	2	1	0
NUMBER ANSWERING	924	442	617	429	471	354
	100.0	100.0	100.0	100.0	100.0	100.0
ENGINEERING ...						
ENGINEERING MANAGEMENT/SUPERVISION	0 -	0 -	0 -	0 -	0 -	0 -
ENGINEER	0 -	0 -	0 -	0 -	0 -	0 -
EDUCATIONAL ...						
EDUCATIONAL ADMINISTRATION	0 -	0 -	0 -	0 -	0 -	0 -
TEACHER, PROFESSOR, INSTRUCTOR	0 -	0 -	1 0.2	0 -	0 -	0 -
LEGAL ...						
LAWYER	224 24.2	0 -	0 -	410 95.6	6 1.3	0 -
MEDICAL ...						
DOCTOR, DENTIST, ETC.	404 43.7	403 91.2	554 89.8	0 -	0 -	1 0.3
NURSE, PHARMACIST, DIETICIAN, MEDICAL TECHNICIAN, ETC.	0 -	1 0.2	2 0.3	0 -	0 -	0 -
OTHER PROFESSIONAL/TECHNICAL/SCIENTIFIC ...						
SCIENTIFIC/TECHNICAL MANAGEMENT	2 0.2	2 0.5	0 -	0 -	0 -	0 -
SCIENTIST, MATHEMATICIAN, CHEMIST, ARCHITECT, ETC.	0 -	0 -	0 -	0 -	0 -	0 -
OTHER PROFESSIONAL	0 -	0 -	0 -	0 -	0 -	0 -
TECHNICIAN (DRAFTSMAN, SURVEYOR, TECHNICAL ASSISTANT, ETC.)	0 -	0 -	0 -	0 -	0 -	0 -

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 66/4

TITLE OR POSITION OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO LINE OF BUSINESS AND TITLE	2	1	0	2	1	0
NUMBER ANSWERING	924	442	617	429	471	354
	100.0	100.0	100.0	100.0	100.0	100.0
MISCELLANEOUS OTHERS IN BUSINESS, INDUSTRY OR PROFESSIONS ...						
OTHER MANAGER, "MANAGER" - UNSPECIFIED	0	0	0	0	0	0
	-	-	-	-	-	-
CONSULTANT	0	0	0	0	0	0
	-	-	-	-	-	-
OFFICE WORKER, CLERICAL (SALES CLERK, BOOKKEEPER, ETC.)	0	0	0	0	1	0
	-	-	-	-	0.2	-
CRAFTSMAN, SKILLED WORKER	0	0	0	0	0	0
	-	-	-	-	-	-
OTHER PRODUCTION WORKER	0	0	0	0	0	0
	-	-	-	-	-	-
ALL OTHERS	0	0	0	0	0	0
	-	-	-	-	-	-
TITLE NOT SPECIFIED BUT IN BUSINESS, INDUSTRY OR PROFESSIONS	0	0	0	0	0	0
	-	-	-	-	-	-
NOT IN BUSINESS, INDUSTRY OR PROFESSIONS (GOVERNMENT, ARMED FORCES, RETIRED, STUDENT, HOUSEWIFE, ETC.)	26	15	19	8	23	9
	2.8	3.4	3.1	1.9	4.9	2.5

Q. WHAT IS YOUR TITLE OR POSITION?

READERSHIP PROFILE OF MARKETPLACE PUBLICATIONS

Corporate Presidents (151,000)

Dentists (117,000)

Physicians (310,000)

Lawyers (253,000)

CPA's (130,000)

COMPOSITE (960,000)

TABLE OF CONTENTS

Page

READERSHIP PROFILE

Where Publication Is Usually Read 117
Number of Times a Typical Issue Is Read or Looked Through 118
Time Spent in Total Reading or Looking Through a Typical Issue 119

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 4

WHERE USUALLY READ

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO WHERE READ	197	37	21	121	125	157
NUMBER ANSWERING	729	406	596	310	347	197
	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	228	164	225	55	89	50
	31.3	40.4	37.8	17.7	25.6	25.4
WHERE I WORK	527	258	432	258	252	144
	72.3	63.5	72.5	83.2	72.6	73.1
ELSEWHERE	14	3	10	14	14	9
	1.9	0.7	1.7	4.5	4.0	4.6

Q. WHERE DO YOU USUALLY READ YOUR COPY OF ... MARKETPLACE?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 5

NUMBER OF TIMES PICK UP A TYPICAL ISSUE

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO HOW MANY TIMES PICK UP	187	29	21	106	120	163
NUMBER ANSWERING	739	414	596	325	352	191
	100.0	100.0	100.0	100.0	100.0	100.0
ONCE	424	252	232	198	249	97
	57.4	60.9	38.9	60.9	70.7	50.8
2 TIMES	198	108	209	85	73	53
	26.8	26.1	35.1	26.2	20.7	27.7
3 TIMES	79	40	97	27	20	26
	10.7	9.7	16.3	8.3	5.7	13.6
4 TIMES	15	7	30	6	4	6
	2.0	1.7	5.0	1.8	1.1	3.1
5 TIMES	11	4	16	5	4	2
	1.5	1.0	2.7	1.5	1.1	1.0
6 - 9 TIMES	6	2	9	4	2	3
	0.8	0.5	1.5	1.2	0.6	1.6
10 - 14 TIMES	5	1	2	0	0	3
	0.7	0.2	0.3	-	-	1.6
15 OR MORE TIMES	1	0	1	0	0	1
	0.1	-	0.2	-	-	0.5
MEDIAN # OF TIMES PICK UP AN ISSUE	?	?	1.8	?	?	?
AVERAGE # OF TIMES PICK UP AN ISSUE	1.7	1.6	2.1	1.6	1.4	2.0

Q. APPROXIMATELY HOW MANY TIMES, IN TOTAL, DO YOU PICK UP A TYPICAL ISSUE OF ... MARKETPLACE TO READ OR LOOK THROUGH, BEFORE YOU ARE FINISHED WITH THAT ISSUE?

ERDOS AND MORGAN JOB 9488 SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS TABLE 6

TIME SPENT WITH A TYPICAL ISSUE

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER TO TIME SPENT	205	41	31	114	132	177
NUMBER ANSWERING	721	402	586	317	340	177
	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN 30 MINUTES	421	254	265	220	193	84
	58.4	63.2	45.2	69.4	56.8	47.5
30 - 59 MINUTES	175	97	176	59	79	50
	24.3	24.1	30.0	18.6	23.2	28.2
1 TO UNDER 1 1/2 HOURS	81	39	88	22	45	24
	11.2	9.7	15.0	6.9	13.2	13.6
1 1/2 TO UNDER 2 HOURS	17	6	18	7	7	5
	2.4	1.5	3.1	2.2	2.1	2.8
2 TO UNDER 2 1/2 HOURS	13	2	28	4	10	5
	1.8	0.5	4.8	1.3	2.9	2.8
2 1/2 TO UNDER 3 HOURS	4	3	4	1	4	3
	0.6	0.7	0.7	0.3	1.2	1.7
3 TO UNDER 4 HOURS	5	1	5	3	0	3
	0.7	0.2	0.9	0.9	-	1.7
4 TO UNDER 5 HOURS	0	0	0	0	1	0
	-	-	-	-	0.3	-
5 HOURS OR MORE	5	0	2	1	1	3
	0.7	-	0.3	0.3	0.3	1.7
MEDIAN TIME SPENT (HOURS)	?	?	.6	?	?	.5
AVERAGE TIME SPENT (HOURS)	.5	.4	.6	.4	.5	.7

Q. CONSIDERING ALL THE TIMES YOU PICK IT UP, ABOUT HOW MUCH TIME, IN TOTAL, DO YOU SPEND IN READING OR LOOKING THROUGH A TYPICAL ISSUE OF ... MARKETPLACE?

SURVEY METHODOLOGY

TABLE OF CONTENTS

Page

SURVEY METHODOLOGY

Erdos & Morgan Letters of Certification 123
Subscriber Survey Mailing Data 124
Geographic Distribution 125
Advance Postcards 126
Transmittal Letters 127
Copy of Surveys 128-131

LETTERS OF CERTIFICATION

ERDOS and MORGAN, Inc.
RESEARCH SERVICE
116 EAST TWENTY SEVENTH STREET
NEW YORK, NY 10016

August 10, 1984

To whom it may concern:

The Erdos and Morgan Comparable Profile Measurement is a continuing yearly project among subscribers of various publications. The concept involves mailing questionnaires to a sample of U.S. subscribers of each participating publication. Most of the questions are selected from a library of questions prepared by Erdos and Morgan, Inc. The data derived from these questions is therefore comparable for all participants.

MarketPlace Publications decided to participate in this project and accordingly a systematic sample of the current controlled U.S. subscribers of each of the five publications was selected by their fulfillment offices, and the resulting sample certified by them. A systematic (every Nth name) sampling method was used, with a starting number selected from a table of random numbers. The total sample selected was 2,410. This sample was systematically reduced by Erdos and Morgan to 2,000 U.S. subscribers, the actual mailing list used.

An advance postcard was mailed to these subscribers on May 8, 1984, followed by an eight-page questionnaire on May 11, 1984. The questionnaire was accompanied by a letter, a stamped reply envelope and a dollar bill incentive. A follow-up mailing with another copy of the questionnaire was sent out on June 19, 1984.

One hundred fifty-nine mailing pieces were returned by the Post Office as undeliverable, leaving a net mailing of 1,841. Returns were received directly by Erdos and Morgan, Inc. A total of 926 questionnaires, or 50% of the net mailing were received by the closing date of July 23, 1984. All completed questionnaires received by that date, and none received thereafter, were included in the tabulations.

All tables, percentages and other calculations included in the annotated computer output were prepared by Erdos and Morgan, Inc. in accordance with accepted research practice.

ERDOS and MORGAN, Inc.

Paul L. Erdos

Dr. Paul L. Erdos
President

PLE:ea

212 685-9393

ERDOS and MORGAN, Inc.
RESEARCH SERVICE
116 EAST TWENTY SEVENTH STREET
NEW YORK, NY 10016

August 10, 1984

To whom it may concern:

In addition to the subscriber profile of the five publications as a group, an ancillary survey was conducted to ascertain the characteristics of the recipients of each of the five MarketPlace publications. A systematic sample was selected from the U.S. galleys of each publication, totaling 6,026 names, and systematically reduced by Erdos and Morgan to 3,000 individuals. The combined mailings of the CPM survey (for the whole group) and the ancillary survey (increased sample of subscribers for individual publications) totaled 5,000 and represented a mailing of 1,000 to the recipients of each of the five publications.

An advance postcard was mailed to these subscribers on May 8, 1984 followed by an eight-page questionnaire on May 11, 1984. The questionnaire was accompanied by a letter, a stamped reply envelope and a dollar bill incentive. A follow-up mailing with another copy of the questionnaire was sent out on June 19, 1984.

Four hundred and twelve mailing pieces were returned by the Post Office as undeliverable, leaving a net mailing of 4,588. Returns were received directly by Erdos and Morgan, Inc. A total of 2,317 questionnaires, or 51% of the net mailing were received by the closing date of July 23, 1984. All completed questionnaires received by that date, and none received thereafter, were included in the tabulations.

The first column on the following pages shows the results of the survey conducted among recipients of each of the five publications as a group, and described in the first letter on this page. The columns headed PHYSICIANS, DENTISTS, LAWYERS, CPA's and PRESIDENTS show the results of the second survey, described in this letter. The first column is not the total of the other five columns.

All tables, percentages and other calculations included in the annotated computer output were prepared by Erdos and Morgan, Inc. in accordance with accepted research practice.

ERDOS and MORGAN, Inc.

Paul L. Erdos

Dr. Paul L. Erdos
President

PLE:ea

212 685-9393

ERDOS AND MORGAN

MARKETPLACE PUBLICATIONS, INC.

SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS

E&M JOB 9488

	CPM		CPM PLUS OVERSAMPLE	
GROSS MAILING	2,000		5,000	
LESS UNDELIVERABLES	159		412	
NET MAILING	1,841	100.0%	4,588	100.0%
TOTAL USABLE RETURNS	926	50.3%	2,317	50.5%

MAILING DATES:

ADVANCE POSTCARD	May 8, 1984
QUESTIONNAIRE:	
FIRST MAILING	May 11, 1984
FOLLOW-UP MAILING	June 19, 1984
CLOSED FOR TABULATIONS (NO RESPONSES ACCEPTED AFTER THIS DATE)	July 23, 1984

IN THE FOLLOWING TABLES THE FIRST COLUMN REPRESENTS THE RESULTS OF THE "COMPARABLE PROFILE MEASUREMENT OF SUBSCRIBERS AND SUBSCRIBER HOUSEHOLDS." THE SAMPLE OF 2,000 USED FOR THAT SURVEY WAS SYSTEMATICALLY SELECTED FROM THE COMBINED LIST OF ALL 5 TYPES OF MARKETPLACE PUBLICATIONS RECIPIENTS. A FURTHER SYSTEMATIC SAMPLE WAS DRAWN FROM THE TOTAL U.S. GALLEYS OF THE RECIPIENTS OF EACH OF THE 5 PUBLICATIONS, TO ASSURE A TOTAL MAILING OF 1,000 QUESTIONNAIRES TO EACH. THE FIRST COLUMN THUS DOES NOT REPRESENT A TOTAL OF THE OTHER 5 COLUMNS, BUT A COMPLETE AND SEPARATE SURVEY IN ITSELF.

GEOGRAPHIC DISTRIBUTION

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE = ALL RESPONDENTS	926	443	617	431	472	354
NO ANSWER	0	0	0	0	0	0
NUMBER ANSWERING	926	443	617	431	472	354
	100.0	100.0	100.0	100.0	100.0	100.0
MAIN RESIDENCE IS LOCATED IN ...						
NEW ENGLAND	58	31	44	28	28	23
	6.3	7.0	7.1	6.5	5.9	6.5
MIDDLE ATLANTIC	134	64	111	58	72	61
	14.5	14.4	18.0	13.5	15.3	17.2
EAST NORTH CENTRAL	166	77	116	77	75	66
	17.9	17.4	18.8	17.9	15.9	18.6
WEST NORTH CENTRAL	76	38	48	35	37	33
	8.2	8.6	7.8	8.1	7.8	9.3
SOUTH ATLANTIC	175	81	91	87	81	58
	18.9	18.3	14.7	20.2	17.2	16.4
EAST SOUTH CENTRAL	43	23	25	26	26	14
	4.6	5.2	4.1	6.0	5.5	4.0
WEST SOUTH CENTRAL	99	41	52	40	53	33
	10.7	9.3	8.4	9.3	11.2	9.3
MOUNTAIN	54	25	35	27	29	20
	5.8	5.6	5.7	6.3	6.1	5.6
PACIFIC	121	63	95	53	71	46
	13.1	14.2	15.4	12.3	15.0	13.0

Q. IN WHAT STATE AND ZIP AREA IS YOUR MAIN RESIDENCE LOCATED?

SAMPLES OF ADVANCE POSTCARDS

May 8, 1984

Dear Dr. Smythe:

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take a short time to fill it out - and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,

Richard T. Cliggott, Publisher
PHYSICIANS MARKETPLACE

May 8, 1984

Dear Dr. Smythe:

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take a short time to fill it out - and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,

Richard T. Cliggott, Publisher
DENTISTS MARKETPLACE

May 8, 1984

Dear Mr. Smythe:

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take a short time to fill it out - and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,

Richard T. Cliggott, Publisher
LAWYERS MARKETPLACE

May 8, 1984

Dear Mr. Smythe:

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take a short time to fill it out - and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,

Richard T. Cliggott, Publisher
PRESIDENTS MARKETPLACE

May 8, 1984

Dear Mr. Smythe:

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take a short time to fill it out - and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,

Richard T. Cliggott, Publisher
CPA's MARKETPLACE

SAMPLES OF LETTERS ACCOMPANYING QUESTIONNAIRES

FIRST MAILING

Physicians MarketPlace

May 11, 1984

Dear Dr. Smythe:

Will you do us a favor?

We try hard to give you a useful publication. Now we are turning to you for help. We are conducting an important survey of our readers, covering various aspects of their lives, interests, and activities.

Because you are part of a scientifically selected sample, your response is vital to the survey's success. Your answers will be treated in complete confidence, and used only in combination with those of the other readers in our sample to develop a composite picture. The number on the bottom of the last page is for our control purposes only and enables us to avoid sending a second questionnaire to people who complete and return the first one.

Please complete the enclosed questionnaire and return it to us in the stamped reply envelope. The editors, and I personally, will be very grateful for your help.

Sincerely yours,

Richard T. Cliggott
Publisher

P.S. The enclosed dollar bill is just a token of our appreciation. You may want to add it to your next charitable contribution.

FOLLOW-UP MAILING

Physicians MarketPlace

June 19, 1984

Dear Dr. Smythe:

A few weeks ago we sent you a questionnaire and letter asking you to take part in an important survey. If you were among those who answered, please consider this our way of saying "Thank you."

In case, however, you did not have a chance to fill out the form when you first received it, perhaps you will be kind enough to do so now. For your convenience we enclose another copy of the questionnaire.

Since every survey depends on the greatest possible number of replies for its validity, we want to make certain that your answers are included. Of course, all answers are confidential and will be used only in combination with those of other readers to obtain a composite picture of our readership. The number on the bottom of the last page of the questionnaire is for our control purposes only. If, however, you prefer not to be identified even for this limited purpose, you may cut off the number.

Won't you please complete the enclosed questionnaire and return it to us in the stamped reply envelope? I will be very grateful for your help.

Sincerely yours,

Richard T. Cliggott
Publisher

P.S. The enclosed two-dollar bill is just a token of our appreciation for your help.

Lawyers MarketPlace

A nationwide survey of our readers

This study is about you and your household. "Your household" means you and other persons living with you most of the year, whether related or not. One person living alone is a "household." Students temporarily living away from home should be included with others at home in defining the "household." Please ignore the small numbers alongside the answers. They are only to help us in data processing. 5-1

1. Which of the activities listed below did you or other members of your household engage in or attend in the past 12 months? (Please check all that apply.)

Note... If both you and others engaged in a particular activity, please make sure both boxes are checked for that activity. If only you or other(s) participated, please check the one appropriate box for the activity.

	Self (6)	Others (7)		Self (8)	Others (9)
Attended art shows or art galleries	☐-1	☐-1	Jogging	☐-1	☐-1
Attended live theatre/concert/opera/ ballet performances	☐-2	☐-2	Listening to music on stereo equipment	☐-2	☐-2
Bicycling	☐-3	☐-3	Photography	☐-3	☐-3
Boating, sailing	☐-4	☐-4	Piloting a private plane	☐-4	☐-4
Camping	☐-5	☐-5	Reading books for pleasure	☐-5	☐-5
Collecting (stamps, coins, etc.)	☐-6	☐-6	Skiing (snow)	☐-6	☐-6
Fishing	☐-7	☐-7	Skin or scuba diving	☐-7	☐-7
Gardening	☐-8	☐-8	Tennis	☐-8	☐-8
Golf	☐-9	☐-9	Water skiing	☐-9	☐-9
Hunting	☐-0	☐-0			
			None of the listed activities	☐-0	☐-0

ABOUT YOU AND LAWYERS MARKETPLACE

1. How many of the last 4 issues of LAWYERS MARKETPLACE have you read or looked through?

1 of the last 4 issues ☐-1
2 of the last 4 ☐-2
3 of the last 4 ☐-3
All of the last 4 ☐-4
None of the last 4 issues ☐-0 (10)
Recent subscriber, have not yet received 4 issues ☐-7

2. Where do you usually read your copy of LAWYERS MARKETPLACE? (Please check all that apply.)

At home ☐-1 Where I work ☐-2 Elsewhere ☐-3 (11)

3. Approximately how many times, in total, do you pick up a typical issue of LAWYERS MARKETPLACE to read or look through, before you are finished with that issue?

Once ☐-1
2 times ☐-2
3 times ☐-3
4 times ☐-4
5 times ☐-5
6 - 9 times ☐-6
10 - 14 times ☐-7 (12)
15 or more times ☐-8

4. Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of LAWYERS MARKETPLACE?

Hours Minutes

(Please write in number of hours, minutes, or hours and minutes) _____ (13) : _____ (14-15)

ABOUT YOUR HOME AND SOME POSSESSIONS

1. Which of the following best describes the main residence of your household? (Please check one.)

Owned by self or other household member:
House (other than farm or ranch) ☐-1
House on farm or ranch ☐-2
Condominium ☐-3
Cooperative apartment ☐-4
Other _____ (Please specify) ☐-5

Rented:
House ☐-6 (16)
Apartment ☐-7
Other _____ (Please specify) ☐-8

2. In addition to your main residence, do you or other members of your household own any of the following types of real estate? (Please check all that apply.)

Weekend or vacation home ☐-1 (17)
Ranch, farm or farmland ☐-2
Residential building plot ☐-3
Undeveloped land ☐-4
Business property ☐-5
Other (Please specify) _____ ☐-6
No other real estate owned ☐-7

3a. Which of the following items do you or other household members now own? (Please check all that apply.)

b. Which of these items do you or other household members plan to buy in the next 12 months? (Please check all that apply.)

	(a) Now own	(b) Plan to Buy
Photographic equipment	(18)	(20)
35 mm camera	☐-1	☐-1
Instant developing camera	☐-2	☐-2
Cartridge-type still camera (Instamatic, "pocket," etc.)	☐-3	☐-3
Other still camera	☐-4	☐-4
Slide projector	☐-5	☐-5
Movie camera	☐-6	☐-6
Movie projector	☐-7	☐-7
Tape Recorders (Audio)	(19)	(21)
Reel to reel system	☐-1	☐-1
Cassette tape recorder	☐-2	☐-2
Cartridge tape unit - 8 track	☐-3	☐-3
Special audio equipment on cars		
AM-FM stereo car radio	☐-4	☐-4
Car tape deck	☐-5	☐-5
Hi-fi/stereo package systems		
Compact stereo system	☐-6	☐-6
Other packaged system	☐-7	☐-7

	(a) Now own	(b) Plan to Buy
Hi-fi/stereo components (pieces that can be bought separately and arranged in any configuration or design)	(22)	(24)
Receiver (combination tuner and amplifier)	☐-1	☐-1
Separate tuner	☐-2	☐-2
Separate amplifier	☐-3	☐-3
Record changer/turntable	☐-4	☐-4
Speakers	☐-5	☐-5
Headphone	☐-6	☐-6
Microphone	☐-7	☐-7
Video equipment	(23)	(25)
Video tape recorder/player, VCR	☐-1	☐-1
Video disc player	☐-2	☐-2
Video camera	☐-3	☐-3
Video games	☐-4	☐-4
None of the listed photographic, audio or video equipment	☐-5	☐-5

4. Do you or other household members now own a personal/home computer? .. Yes ☐-1 No ☐-2 (26)

If "No," please skip to question 10 on the next page.

If "Yes," please continue. IF MORE THAN ONE OWNED, PLEASE ANSWER QUESTIONS 5 - 7 FOR THE ONE ACQUIRED MOST RECENTLY.

5. What is the make of the personal/home computer acquired most recently? (Please check one.)

(27)		(28)		(29)	
Apple	☐-1	Hewlett Packard	☐-1	Tandy/Radio Shack	☐-1
Atari	☐-2	IBM	☐-2	Texas Instruments	☐-2
Commodore	☐-3	Karona	☐-3	Toshiba	☐-3
Data General	☐-4	KayPro	☐-4	Wang	☐-4
Digital	☐-5	NEC	☐-5	Other	☐-5

6. About how much was spent on this personal/home computer? (Please include the cost of the computer and accessories such as a printer, modem, etc. purchased with the computer or added later, but do not include software.)

						(30)
Less than $500	☐-1	$1,500 - $1,999	☐-4	$ 5,000 - $ 7,499	☐-7	
$ 500 - $ 999	☐-2	$2,000 - $2,499	☐-5	$ 7,500 - $ 9,999	☐-8	
$1,000 - $1,499	☐-3	$2,500 - $4,999	☐-6	$10,000 or more	☐-9	

7. Where is this personal/home computer kept? (Please check one.)

	(31)
At home	☐-1
At place of work	☐-2
It's portable--used at home & elsewhere	☐-3

8. Do you or other household members purchase software packages, or do you or others do the programming for the personal/home computer(s) now owned? (You may check one or both.)

	(32)
Purchase prepared software packages	☐-1
Programming done by self or others	☐-2

9. For what applications have you or others created or bought software for your computer(s)? (Please check all that apply in both columns.)

Home applications	(33)	Business applications	(35)
Home management	☐-1	Client/patient records	☐-1
Records and schedules	☐-2	Accounting	☐-2
Recipes	☐-3	Accounts receivable	☐-3
Games and hobbies	☐-4	Inventory	☐-4
Education - child	☐-5	Payroll	☐-5
Education - adult	☐-6	Electronic worksheet	☐-6
Energy control	☐-7	Graphics	☐-7
Home security	☐-8	Word processing	☐-8
	(34)		(36)
On-line info. services	☐-1	Taxes	☐-1
Personal finance, taxes	☐-2	Forecasting	☐-2
Mailing lists	☐-3	On-line info. services	☐-3
Writing and editing	☐-4	Data base	☐-4
		Investment management	☐-5
Other home applications	☐-5	Mailing lists	☐-6
		Other business applications	☐-7
No home applications	☐-6	No business applications	☐-8

10. Please indicate which of the following items you or other household members now own. (Check all that apply.)

	(37)		(39)
Wrist watch costing $500 or more	☐-1	Riding mower or tractor	☐-1
Color TV-projection screen	☐-2	Motorcycle or moped	☐-2
Color TV-console	☐-3	Hot tub, sauna, "Jacuzzi"	☐-3
Color TV-portable	☐-4	In-ground swimming pool	☐-4
Hand-held electronic calculator	☐-5	Piano or organ	☐-5
Electronic games (not TV)	☐-6	Tennis court	☐-6
	(38)		(40)
Hand-held tape recorder	☐-1	Sailboat with auxiliary motor	☐-1
Mobile telephone	☐-2	Sailboat without auxiliary motor	☐-2
Telephone answering device	☐-3	In-board power/stern drive boat	☐-3
Single-engine aircraft	☐-4	Outboard power boat	☐-4
Multi-engine aircraft	☐-5	Other boat	☐-5
Other aircraft	☐-6	Security alarm system	☐-6
		None of the listed items owned	☐-7

ABOUT TRAVEL IN THE U.S.

1. During the past 12 months, did you or other household members take any trips in the 48 contiguous U.S. states (excluding Alaska and Hawaii) for business, pleasure or any other reason? (Please include only trips of 100 miles or more one-way. Do not include commuting or military travel.)

	Self	Others
Yes, took trips within the 48 U.S. states	☐-1	☐-4 (41)
No	☐-2	☐-5

2. What means of transportation were used by yourself or other household members on these U.S. trips in the past 12 months? (Please check all that apply.)

	Self (42)	Others		Self (43)	Others
Commercial airline	☐-1	☐-5	Ship	☐-1	☐-5
Company aircraft	☐-2	☐-6	Bus	☐-2	☐-6
Private aircraft	☐-3	☐-7	Own car	☐-3	☐-7
Train	☐-4	☐-8	Rented car	☐-4	☐-8

ABOUT TRAVEL OUTSIDE THE 48 CONTIGUOUS U.S. STATES

1. During the past 3 years, did you or other household members take any trips or cruises outside the U.S. or to Alaska or Hawaii? (Please do not include military travel.)

	Self	Others
Yes, took such trips	☐-1	☐-4 (44)
No	☐-2	☐-5

If neither you nor others took any such trips, please skip to question 6 on the next page.
If "Yes" to either, please continue.

2. What means of transportation were used by yourself or other household members on these trips outside the 48 states in the past 3 years? (Please check all that apply.)

	Self (45)	Others		Self (46)	Others
Commercial airline	☐-1	☐-5	Bus	☐-1	☐-5
Private aircraft	☐-2	☐-6	Own car	☐-2	☐-6
Train	☐-3	☐-7	Rented car	☐-3	☐-7
Ship	☐-4	☐-8			

3. Which of the following places were visited by you or other household members in the past 3 years? (Please check all that apply.)

	Self (47)	Others (49)		Self (51)	Others (53)
Alaska	☐-1	☐-1	France	☐-1	☐-1
Hawaii	☐-2	☐-2	Italy	☐-2	☐-2
Canada	☐-3	☐-3	Germany	☐-3	☐-3
Mexico	☐-4	☐-4	Spain/Portugal	☐-4	☐-4
Bermuda	☐-5	☐-5	Russia	☐-5	☐-5
Bahamas	☐-6	☐-6	Other Europe	☐-6	☐-6
	(48)	(50)		(52)	(54)
Puerto Rico	☐-1	☐-1	Africa	☐-1	☐-1
Other Caribbean areas	☐-2	☐-2	Near or Middle East	☐-2	☐-2
South America	☐-3	☐-3	Japan	☐-3	☐-3
Central America	☐-4	☐-4	Other Asia (China, Korea, India, etc.)	☐-4	☐-4
Great Britain or Ireland	☐-5	☐-5	Australia or New Zealand	☐-5	☐-5
Scandinavia	☐-6	☐-6	Pacific Islands	☐-6	☐-6

4. If you personally took a trip outside the 48 states by "commercial airline" in the past 3 years, how many trips did you take for each of the following reasons? (Please count each round trip as one trip. If none, please write in "0".)

Trips outside the 48 U.S. states:	Write in number of such trips you personally took in past 3 years
Airline trips for purely business purposes	____ trips (55-56)
Airline trips purely for pleasure or personal reasons	____ trips (57-58)
Airline trips that combined business and pleasure in the same trip	____ trips (59-60)
Total	____ trips (61-62)

5. During the past 3 years, did you or other household members take a cruise on an ocean-going ship? ... Yes ☐-1 No ☐-2 (63)

6. Do you or other members of your household have a currently valid passport (i.e. one issued or reissued in the past 5 years)?

Yes ☐-1 No ☐-2 (64)

If "Yes," how many household members, including yourself, are covered by these currently valid passports? ... ____ members covered (65)

ABOUT INSURANCE

1. Do you or other members of your household have any life insurance, other than group coverage?

Yes ☐-1 No ☐-2 (66)

If "Yes," what is the approximate total face value of all such life insurance held by you or other household members?

Under $10,000 ☐-1	$ 50,000 - $ 69,999 ☐-5	$200,000 - $249,999 ☐-9 (67)
$10,000 - $19,999 ☐-2	$ 70,000 - $ 99,999 ☐-6	$250,000 - $349,999 ☐-0
$20,000 - $29,999 ☐-3	$100,000 - $149,999 ☐-7	$350,000 - $499,999 ☐-X
$30,000 - $49,999 ☐-4	$150,000 - $199,999 ☐-8	$500,000 or over... ☐-Y

If $500,000 or over, approximate total value... $ _____ (68-71)

ABOUT CARS (5-21)

1. Please fill in the following information about cars and special utility vehicles in your household.

Do you or other members of your household:	Yes	No	If "Yes," how many such vehicles?
a. Now own a passenger automobile?	☐	☐	_____ (6)
b. Now own a special utility vehicle, other than the above (such as a 4-wheel drive sports utility vehicle, pick up truck or van) that is primarily used for non-business purposes?	☐	☐	_____ (7)
c. Now lease a car or special utility vehicle?	☐	☐	_____ (8)
d. Now have exclusive use of a company-supplied car or special utility vehicle?	☐	☐	_____ (9)

Total of above = Total cars and special utility vehicles now owned, leased, or company-supplied. (If none, please write "0".) ... _____ (10)

2. Please fill in the following information for each car and special utility vehicle now owned, leased or company-supplied to yourself or other household members:

Cars and other vehicles now in household	Make (Buick, Jeep, Oldsmobile, VW, Datsun, Chevrolet, Ford, Dodge, etc.)	Model (Riviera, CJ-7, Cutlass, Dasher, 620 Pickup, Citation, Escort, Aries, etc.)	Model Year	How Acquired: New	How Acquired: Used	Self or other household member personally: Owns	Self or other household member personally: Leases	Company supplied
#1				☐-1	☐-2	☐-1	☐-2	☐-3 (11-16)
#2				☐-1	☐-2	☐-1	☐-2	☐-3 (17-22)
#3				☐-1	☐-2	☐-1	☐-2	☐-3 (23-28)
#4				☐-1	☐-2	☐-1	☐-2	☐-3 (29-34)
#5				☐-1	☐-2	☐-1	☐-2	☐-3 (35-40)

3. Do you or other members of your household now own a live-in or camping vehicle? (Please check all that apply.)

Motor home (self powered)	☐-1 (41)
Camper van	☐-2
Tent/camping/travel trailer	☐-3
Pick up with cover or shell	☐-4
Other	☐-5

4. During the past 12 months, have you or any other members of your household rented a car, either for business or personal reasons? (Please check all that apply.)

I rented a car	☐-1 (42)
Other(s) in household rented a car	☐-2
No one rented a car	☐-3

ABOUT INVESTMENTS

1a. Do you or other household members now hold the following types of investments? (5-5)

	Stock in the company where employed (6)	Other corporate stock (common or preferred) (11)	Mutual funds (16)	Corporate bonds (21)	U.S. bonds (excluding U.S. savings bonds) (26)	State or municipal bonds (31)
Yes	☐ -1	☐ -1	☐ -1	☐ -1	☐ -1	☐ -1
No	☐ -2	☐ -2	☐ -2	☐ -2	☐ -2	☐ -2

b. If "Yes," what is the approximate total current value of each type of holding?

	Stock in the company where employed (7)	Other corporate stock (common or preferred) (12)	Mutual funds (17)	Corporate bonds (22)	U.S. bonds (excluding U.S. savings bonds) (27)	State or municipal bonds (32)
Under $2,500	☐ -1	☐ -1	☐ -1	☐ -1	☐ -1	☐ -1
$ 2,500 - $ 4,999	☐ -2	☐ -2	☐ -2	☐ -2	☐ -2	☐ -2
$ 5,000 - $ 9,999	☐ -3	☐ -3	☐ -3	☐ -3	☐ -3	☐ -3
$ 10,000 - $ 14,999	☐ -4	☐ -4	☐ -4	☐ -4	☐ -4	☐ -4
$ 15,000 - $ 24,999	☐ -5	☐ -5	☐ -5	☐ -5	☐ -5	☐ -5
$ 25,000 - $ 49,999	☐ -6	☐ -6	☐ -6	☐ -6	☐ -6	☐ -6
$ 50,000 - $ 99,999	☐ -7	☐ -7	☐ -7	☐ -7	☐ -7	☐ -7
$100,000 - $199,999	☐ -8	☐ -8	☐ -8	☐ -8	☐ -8	☐ -8
$200,000 - $299,999	☐ -9	☐ -9	☐ -9	☐ -9	☐ -9	☐ -9
$300,000 or over	☐ -0	☐ -0	☐ -0	☐ -0	☐ -0	☐ -0
If $300,000 or over, please check the box above, and write in approximate value	$ (8-10)	$ (13-15)	$ (18-20)	$ (23-25)	$ (28-30)	$ (33-35)

c. Which of the following other types of investments do you or other household members now own? (Please check all that apply. If "none," check appropriate box.)

Real estate (excluding your own residence), mortgage ☐ -1
Gold, coins, precious stones ☐ -2
Commodities ... ☐ -3
Tax Shelters ... ☐ -4
Keogh Plan, IRA ☐ -5
Certificates of deposit ☐ -6 (36)
Art works, collectibles ☐ -7
Money market funds .. ☐ -8
None of those listed ... ☐ -9

2. What is the approximate total value of the above investments owned by you and other members of your household? (Please combine all of the types of investments you checked in questions 1a, 1b & 1c above, to arrive at this figure. Do not include types of investments other than these.)

None ☐ -1
Under $5,000 ☐ -2
$ 5,000 - $ 9,999 ☐ -3
$10,000 - $14,999 ☐ -4
$ 15,000 - $ 24,999 ☐ -5
$ 25,000 - $ 49,999 ☐ -6
$ 50,000 - $ 99,999 ☐ -7
$100,000 - $199,999 ☐ -8
$ 200,000 - $299,999 ☐ -9 (37)
$ 300,000 - $499,999 ☐ -0
$ 500,000 - $999,999 ☐ -x
$1,000,000 or over... ☐ -y

If $1,000,000 or over, approximate value ... $_____ (38-46)

(Please turn page)

ABOUT YOU AND YOUR HOUSEHOLD

(May we remind you that all answers are confidential and will be used only in combination with those of other respondents to form a composite picture.) Answers to some of the demographic questions may be obvious in your case -- the questions were designed to gather comparable statistical information from several professional and executive groups.

1. Are you a man or a woman? ... Man ☐ -1 Woman ☐ -2 (41)

2. What is your marital status? ... Married ☐ -1 Widowed ☐ -3 (42)
Single, never married ☐ -2 Separated or divorced ☐ -4

3. What is your age? ... Under 18 years ☐ -1; 18 - 21 ☐ -2; 22 - 24 ☐ -3; 25 - 29 ☐ -4; 30 - 34 ☐ -5; 35 - 39 ☐ -6; 40 - 44 ☐ -7; 45 - 49 ☐ -8; 50 - 54 ☐ -9 (43); 55 - 59 ☐ -0; 60 - 64 ☐ -x; 65 or over ☐ -y

4. What is the highest level of formal education you have attained to date? (Please check one box only.)

Grade school ☐ -1
Attended high school ☐ -2
Graduated from high school ☐ -3
Attended college ☐ -4
Graduated from 4-year college ☐ -5 (44)
Postgraduate study without degree ☐ -6
Master's degree ☐ -7
Doctor's degree ☐ -8

5. What is the nature of your employer's business? If you do not work for an employer, please give your professional or occupational status. (Please be specific: e.g. steel manufacturing, wholesale food, retail textiles, engineering firm, law firm, dentist, writer, student, homemaker, etc.)

_____ (45-46)

6. What is your title or position? (Please be specific: e.g. partner, vice president, office manager, sales manager, salesman, teacher, doctor, lawyer, etc.)

_____ (47-48)

7. How many members are there in your household within each of the following age groups, including yourself? (Please write in number or "0" for each category.)

Including yourself:	#	
Number of adults: 18 years old or over	_____	(49)
Number of children: 12-17 years old..	_____	(50)
6-11 years old..	_____	(51)
Under 6 years old	_____	(52)
Total household members ...	_____	(53)

8. Please check the box that best describes your total household income before taxes in 1983. (Please include income from yourself and all other household members from all sources, such as wages, bonuses, profits, dividends, rentals, interest, etc.)

(54)

Under $10,000 ... ☐ -1
$10,000 - $14,999 ☐ -2
$15,000 - $19,999 ☐ -3
$20,000 - $24,999 ☐ -4
$25,000 - $29,999 ☐ -5
$30,000 - $34,999 ☐ -6
$35,000 - $39,999 ☐ -7

(55)

$ 40,000 - $ 49,999 ☐ -1
$ 50,000 - $ 59,999 ☐ -2
$ 60,000 - $ 74,999 ☐ -3
$ 75,000 - $ 99,999 ☐ -4
$100,000 - $199,999 ☐ -5
$200,000 - $299,999 ☐ -6
$300,000 or over... ☐ -7

If $300,000 or over, approximate amount:
$_____ (56-58)

9. In what state and ZIP area is your main residence located?

State _____ (59-60)
ZIP _____ (61-65)

THANK YOU FOR YOUR HELP.

Physicians
Dentists
Presidents
Lawyers
CPA's

MarketPlace Publications

MarketPlace Publications (established 1968) division of Cliggott Publishing Co., a Media General Company.

Sales Offices and Representatives

New York, New York 10017
521 Fifth Avenue, Room 1716
212-757-3070
Peter Kinney
John Proach
Gary Rhodes

Des Plaines, Illinois 60016
650 West Algonquin Road
312-364-1060
George Mooney
Hughes Hopewell, Jr.

Minneapolis, Minnesota 55442
5915 Jonquil Lane
612-559-1119
312-364-1060
John Meegan

Rochester, Michigan 48064
1725 Kilburn
313-651-3550
312-364-1060
Gene King

Houston, Texas 77027
3817 Richmond Avenue
Suite 110
713-622-2868
Royce House
Roy Nelson

Encino, California 91436
15720 Ventura Blvd., Suite 610
818-501-4777
Paul Copser

Los Altos, California 94022
309 Second Street, Suite 5
415-941-9906
Judy Harway
Dale Marie Campbell

Executive Office
600 West Putnam Avenue
P.O. Box 4515
Greenwich, Connecticut 06830
203-661-0693